

Invasive Species Threat Campaign

Final Report 2009



Across America - Outreach to Boaters, Anglers & Hunters

**127.5 Million
Invasive Species Media Impressions**

2009 Stat of the Year: *AnglerSurvey.com*
*cited concern among anglers about
invasive species has increased.*
*Survey results in 2008 revealed just 13% of respondents
said **invasive species were the biggest problem facing fishing.***
In 2009, that figure has risen to 19%, nearly one in five.

Education Is Making a Difference!

Table of Contents

Executive Summary.....	3
Partners.....	5
Billboard Outreach.....	6
Television & PSA Outreach.....	8
DVD, Radio, Web Essay.....	9
Airport Diorama Outreach.....	10
Events.....	11
Conferences, Events and Public Speaking	12
Financial Summary.....	13
Join Us in 2010.....	14

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Threat Campaign™ 2009 – Executive Summary



Invasive species impact the American public at a cost of \$137 billion a year.

Invasive species threaten the biological richness of our lakes and woods by competing with native species for food and habitat. The problems are many. It is said there are over 6,300 exotic plants and animals in our country today, with more arriving all the time.*

Examples include:

- ♦ Invasive plants have taken over important flood plain habitat, such as shorelines, marshes and bottomland forests and clog waterways.
- ♦ Zebra Mussels and Asian Carp are drastically altering the quality and biodiversity of the watershed. Once these invaders are in the river, everyone who boats and fishes has the potential to move them to new waters.

The invasion sounds like a Hollywood Movie script “...*aliens are quietly spreading throughout America. They arrive by air, in ships, and over highways. They don't carry identification, and they don't stop at borders. Despite...on the lookout...they slip in.*” **

This past year Wildlife Forever spent time on the Illinois River, a tributary of the Mississippi River, with the Illinois DNR. The river hosts the most abundant Silver carp (Aka Asian carp) population in the world. Current estimates place abundance at 4,100 carp per river mile. Silver carp population doubles each year, and are showing an 83% rate of population growth. It has been stated 80% of the biomass of the Illinois River are Asian carp.

This invasive species has become a navigational problem on the river and a concern for human health when boating. Special e-newsletters alert boaters and anglers of the problems. The message is simple: “Wanted: Asian Carp, Wanted Dead Not Alive.”

