



**STOP AQUATIC
HITCHHIKERS!**

Protect Your Waters

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Wildlife Forever Receives “Rise To The Future” Award For Excellence in Public Outreach

October 31, 2008 -- U.S. Forest Service Chief Gail Kimbell presented a 2008 “Rise to the Future Award” to Douglas Grann, President & CEO of Wildlife Forever at a recent ceremony held at the Mayflower Hotel in Washington, D.C. Also accepting the honor was Steve Pennaz, Host of North American Fisherman Television and a board member of Wildlife Forever.

Chief Kimbell recognized Wildlife Forever’s Threat Campaign, a national, multi-media educational outreach effort targeted to hunters and anglers in the battle against invasive species. The ongoing public awareness effort uses television, print advertising, billboards and kiosks to inform recreational users to “Stop Aquatic Hitchhikers!” to prevent the spread of invasive species.

Joel Holtrop, U.S. Forest Service, Deputy Chief National Forest System presented the award and congratulated Wildlife Forever for outstanding efforts and achievements. He stated: “Through partnership with Region 9, Wildlife Forever launched the “Threat Campaign”—effectively spreading the anti-invasive species message to recreational users.”

The Award recognized the Campaign’s efficiency wherein Wildlife Forever and partners generated more than 382 million impressions—reaching 1,000 people with every \$1 invested.

According to Douglas H. Grann, President and CEO of Wildlife Forever, “We borrowed a page from the conservation playbook in developing the Threat Campaign. Sportsmen were the first conservationists and directly developed the system of state and federal wildlife management we use today. The rise of this movement, and its signature achievements were all in response to “crises” which is what the threat of invasive species pose today. By calling upon the 42.5 million U.S. residents who hunt and fish, the Threat Campaign is making a difference through education, which is the gateway to their involvement and a success in the battle against invasive species.”

“This campaign partnership is working,” said Steve Pennaz, “because anglers and boaters have seen first-hand the devastating effects of invasive species and are willing to work to prevent their spread. This campaign is arming tens of millions of would-be foot soldiers with a clear, effective message—inspect, clean and drain—and it’s no surprise they are responding!”

Wildlife Forever teamed up with a diverse array of partners that all have a common goal of stopping the spread of invasive species: U.S. Forest Service, U.S. Fish and Wildlife Service, Sea Grant Minnesota & Wisconsin, North American Fisherman Television and the Departments of Natural Resources for the states of Minnesota, Iowa and Wisconsin.

Examples of the outreach media and messages along with reports detailing the results can be found on the Wildlife Forever web site: www.wildlifeforever.org.

Campaign Updates Archives

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[Tennis Shoes, Soda, Trucks and Invasive Species Prevention?](#)

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The Stop Aquatic Hitchhikers web site is part of the [ANS Task Force](#) public awareness campaign and is sponsored by the [U.S. Fish and Wildlife Service](#) and the [U.S. Coast Guard](#).