

# MINNESOTA ADDENDUM

# 2019

2019 marks another eventful year for the Minnesota *Clean Drain Dry Initiative*<sup>TM</sup>. As we reflect upon last season, we are grateful for the numerous partners across the state who have invested in invasive species prevention through outreach and education using clear, consistent and positive messages. Here are just a few of the notable MN based accomplishments:

- **Governor Walz** Proclaims Clean Drain Dry Day during Fishing Opener
  - Tails & Ales **Crawfish Boil** Event — Duluth, MN
  - **Cabin Cast** Statewide AIS Television Sponsorship
  - Partnership with **Aqua Weed Stick** — MN Based Business
- Filmed new **Wakesports AIS Prevention** PSA at Lake Minnetonka
  - Over **\$207,000** Total In-Kind Contributions
  - Over **72,000,000** Total Campaign Impressions

*A special thank you to our Minnesota partners!*



• Chester Woods Park • Douglas County • Great Lakes Panel on Aquatic Nuisance Species • Lake County SWCD (MN) • Mahnomen SWCD • Martin SWCD • Minnesota Yacht Club • North St. Louis County SWCD • Otter Tail County • Pennington County • Pine-Cedar River Watershed District • Pope County • Red Lake SWCD • Redwood County • Renville County • Shell Rock River Watershed District • Sibley County • Stevens County • Waseca County •

# MINNESOTA IMPACTS

# 2019

## 14 MILLION

FUEL STATION &  
BAIT SHOP  
IMPRESSIONS

## 674,112

DIGITAL MEDIA  
IMPRESSIONS

## 660

ACRES  
RESTORED

## 2 MILLION

RADIO IMPRESSIONS

## 24 MILLION

TELEVISION  
IMPRESSIONS

## 675,217

PRINT AD  
IMPRESSIONS

## 17 MILLION

BILLBOARD  
IMPRESSIONS

## 2,012

AIS PREVENTION TOOLS  
DISTRIBUTED

## 94

CAMPAIGN  
PARTNERS

## 12 MILLION

*DON'T MOVE FIREWOOD*  
CAMPAIGN IMPRESSIONS

## 4,423

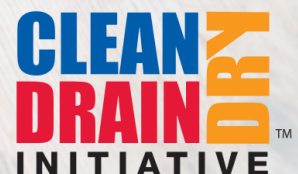
EDUCATIONAL BOOKS &  
BROCHURES DISTRIBUTED

Over  
**72 MILLION IMPRESSIONS**  
in 2019



[www.WildlifeForever.org](http://www.WildlifeForever.org)

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