

Minnesota Addendum

2020 marks another eventful year for the Minnesota *Clean Drain Dry Initiative*[™]. 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:

- Over **\$847,000** Total Campaign Investment
- Over **68,000,000** Total Campaign Impressions
- Industry Supported “Conservation Proclamation of CLEAN DRAIN DRY DAY” during Fishing Opener
- Statewide Television, Billboards, Print Media and Marketing Coordination
 - Localized Community Engagement Projects
 - Invasive Species Resource Center

Thank you to our partners!



Benton County • Chester Woods Park • Clay County • Cottonwood County • Douglas County • Grant County • Great Lakes Panel on Aquatic Nuisance Species • Mahnomon SWCD • Martin SWCD • Minnesota Lakes & Rivers Advocates • Minnesota Yacht Club • Norman County SWCD • North St. Louis County SWCD • 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 • Winona County • Wired2Fish

2020 By the Numbers Minnesota

20 MILLION

FUEL STATIONS &
BAIT SHOPS
IMPRESSIONS

15 MILLION

TELEVISION
IMPRESSIONS

442

ACRES
ERADICATED

3.5 MILLION

RADIO
IMPRESSIONS

1.2 MILLION

PRINT ADS
IMPRESSIONS

12 MILLION

DIGITAL MEDIA
IMPRESSIONS

16 MILLION

BILLBOARD
IMPRESSIONS

7,000

AIS PREVENTION
TOOLS DISTRIBUTED

\$847,000

INVESTED IN AIS PREVENTION &
MANAGEMENT

Over 68 MILLION IMPRESSIONS

In 2020



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