

Great Lakes Aquatic Invasive Species **LANDING BLITZ**

Great Lakes boaters and anglers experienced a regionwide educational “blitz” encouraging them to clean, drain, and dry their boats and gear, and properly dispose of unwanted bait.

The **Great Lakes AIS “Landing Blitz”** is a binational multi-agency effort aimed at raising public awareness and promoting actions to prevent the spread of harmful aquatic invasive species (AIS).

In 2019, the two week event brought together hundreds of partners to support education efforts and watercraft inspections to reduce the risk of moving AIS between water bodies.

Thousands of people are becoming part of the solution:



Credit: Christal Campbell, UW Division of Extension

- Approximately **115,000 people** were educated about AIS by agency staff, watercraft inspectors and volunteers
- **1,400 public and private boat landings** in Great Lakes states and provinces participated in the most extensive, coordinated landing blitz event to date
- **94%** of participating boat landings also hosted boat inspections, leading to **over 130,000 inspections**
- Only **6%** of inspections found aquatic plants, animals, and/or mud attached to boats, motors, and trailers

- Multiple media outlets covered event happenings and **millions of people watched, listened and read about AIS prevention efforts** based on news releases by partner agencies
- At least **103,500** people saw information about the event on Facebook, Instagram, and/or Twitter
- **780+** interested people got information about the event through the event webpage at www.glc.org/blitz



For more information
and to become a partner visit:
www.glc.org/blitz