



September 17-24, 2016

#EstuariesWeek #EstuaryLove

NERRA, ANEP, RAE, NOAA's OCM, EPA joining forces with CSO, Ocean Conservancy, CERF, Trust for Public Land, and NOAA's Offices for Education and Habitat

To: NERRA , ANEP, RAE Partners, International Beach Clean-up Participants, and Friends of Estuaries, Coasts, Oceans, and Public Lands

When: National Estuaries Week will be held **September 17-24, 2016**. The week is bookended by International Coastal Clean-up on Sept. 17th and National Public Lands Day on Sept. 24th.

Purpose: National Estuary Week (NEW) is a celebration of where the river meets the sea (yes, use it all year! **#WhereTheRiversMeetTheSea**). The purpose of NEW is to *build support and awareness of estuaries as special coastal places*, and their functions and importance. During NEW – spread the word to GO! and visit these special places.

Outreach

Activities:

- 1) Register your reserve's NEW activities on the RAE [interactive map of events](#).
- 2) Plan events and use the [toolkit](#) created by RAE that includes mock invite letters that can be modified for your use, social media ideas, and press releases.
- 3) Participate in OCM's [photo contest](#), post cards, as well as other suggested activities.
- 4) Engage your partners by asking them to post NEW information.
- 5) US House and Senate Resolutions for NEW will be circulating, and many governors are signing state proclamation letters.

Social Media:

- 1) Ready, Set, EstuariesGO! Twitter blast on **September 23rd** **#EstuariesGO!** to as many estuaries you can before the last day of National Estuaries Week on Sept. 24th.
- 2) Post on your webpages, facebook sites, Instagram with great photos and tweet **#EstuariesWeek, #EstuaryLove**

NEW LOGO: RAE created a NEW logo that everyone is encouraged to use on NEW materials



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