

Clean My Water Update – Your March Madness Edition

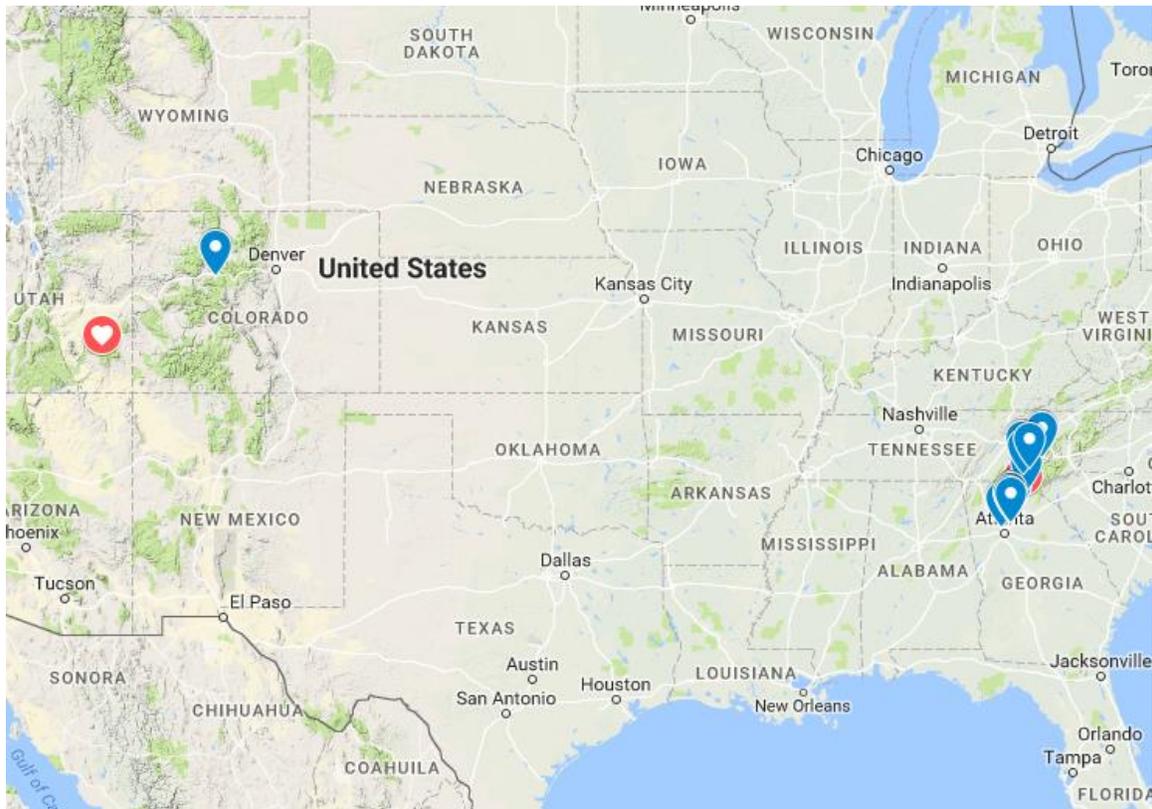
On March 2, 2018, UCCTU launched the Clean My Water campaign with the mission to promote clean waters by engaging the fishing public to remove trash in and near where they fish. The impact of the initiative has stretched as far west as Canyonlands National Park, Utah and as far east as Cherokee, North Carolina. There was even a March Madness post from Eagle River, Colorado, however, we are not stopping at the end of March. The Campaign is intended to reach many more states and streams with some big prizes at stake for a few lucky winners announced around Thanksgiving.

Overall, the campaign objective is simple, while just one net full of trash removed from a river is a success, we think it is plausible that the campaign footprint could span over 5 states, impact at least 20 coldwater streams and rivers and include at least 100 entries.

Progress to date:

- Social medial post count - 40
- Stream count - 7 (including 6 trash pickups on the Chattahoochee River)
- State count - 4 (GA, NC, UT, CO)

#Cleanmywater Impact Map:



Link to the interactive map: <https://goo.gl/maps/3myPD47i8zT2>

Campaign Overview:

- Participants will take a picture of a net full of trash and/or one unique find
- A valid entry will consist of a picture of the net or item that is tagged with @UCCTU and #CLEANMYWATER
- More than one entry is allowed
- Campaign will end on Thanksgiving 2018
- The five best nets of trash and the five best unique finds will be posted for the public to see and vote on for the week following Thanksgiving

Prizes: Two winners will receive a custom Walter's Fly Rod at the end of the campaign based on a vote by UCCTU's social media followers. Prize packages and / or number of winners may grow if partner organizations wish to offer prizes.



