

INSERT YOUR LETTERHEAD

FOR IMMEDIATE RELEASE

Contact: **Insert media contact name, title / agency, email, and phone**

Insert Event Name & Date

Outdoor Recreation Plays Key Role In Spreading — and Stopping — Invasive Species

INSERT YOUR CITY AND STATE – Insert one sentence stating the name, date, time, and location of your event. The event is sponsored by **insert name of your agency**.

“Insert quote about why the event is important to stop the spread of invasive species in your community, from your agency representative,” said [insert name and title].

This event is part of PlayCleanGo Awareness Week, taking place June 1–8, 2019, with events occurring across North America to encourage **outdoor enthusiasts to take action to avoid spreading invasive plants and pests, while enjoying the activities they love**. PlayCleanGo Awareness Week is sponsored by [PlayCleanGo](#), [Don't Move Firewood](#), and [Hungry Pests](#). The campaign hashtag is **#PlayCleanGoWeek**.

“Nearly 50% of endangered or threatened species are at risk due to invasive species, which people unintentionally spread with their boots, tires, boats, firewood, pets, horses, and more,” said PlayCleanGo Campaign Manager Belle Bergner. “The good news is, by taking a few easy steps while enjoying the great outdoors, you can be part of the solution, reducing the spread of invasive species.”

PlayCleanGo Awareness Week is for hikers, campers, trail runners, cyclists, mountain bikers, gardeners, pet owners, birdwatchers, backpackers, paddlers, anglers, boaters, horseback riders, ATV / OTR riders, explorers — anyone who loves spending time outdoors.

Recreationists can take easy steps to protect the places they love, including these **10 Things You Can Do To Stop Invasive Species**:

1. Clean your footwear with a boot brush

2. Remove invasive plants and dispose properly
3. Pick seeds and burrs off of clothes and gear
4. Clean mud and seeds from your dog
5. Don't move firewood: buy it where you burn it
6. Hose your bike or ATV with water or compressed air
7. Boaters: clean, drain, dry, dispose
8. Feed your horse weed-free certified hay
9. Clean your horse's hooves, mane, and tail
10. Take the PlayCleanGo Pledge at www.playcleango.org/pledge

Organizations across North America are participating in PlayCleanGo Awareness Week, including [PlayCleanGo Partners](#), The Nature Conservancy, USDA - Animal and Plant Health Inspection Service, USDA - Forest Service, North American Invasive Species Management Association, National Park Service, Leave No Trace, state parks, other federal land management entities, state and county land managers, outdoor retailers, Cooperative Invasive Species Management Areas (CISMA), County Weed Management Associations (CWMA), and Partnerships for Regional Invasive Species Management (PRISMs).

June 1–8 was chosen for PlayCleanGo Awareness Week in part to coincide with **National Trails Day** (June 1), **World Environment Day** (June 5), and **National Get Outdoors Day** (June 7).

Campaign materials for the public and the media are at

www.PlayCleanCo.org/awareness-week, including animated explainer **videos**, a **mega-infographic** combining data with how-tos, a 5-page PlayCleanGo Awareness Week **Toolkit**, social media posts and graphics, a **radio PSA**, and more.

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