

FOR IMMEDIATE RELEASE

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## **PlayCleanGo Awareness Week Is June 1–8, 2019**

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

Milwaukee, WI – The first-ever PlayCleanGo Awareness Week will take place June 1–8, 2019, with events occurring across North America. PlayCleanGo Awareness Week is part of a national campaign focused on **getting 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. “But 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](http://www.playcleango.org/pledge)

Organizations and individuals are encouraged to **join together in projects, events and activities that promote stopping the spread of invasive species** — everything from hosting an **awareness-raising event event**, to participating in a **weed-pull project**, to simply **buying local firewood** or **using a boot brush** after hiking.

Organizations across North America are participating, including [PlayCleanGo Partners](#), The Nature Conservancy, USDA - Animal and Plant Health Inspection Service, USDA - Forest Service, Leave No Trace, Bureau of Land Management, North American Invasive Species Management Association, National Park Service, 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).

**Dozens of campaign materials for the public and the media are at [www.PlayCleanCo.org/awareness-week](http://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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