



AIS prevention and Lake Pledge

About aquatic invasive species (AIS)

This media kit is created to enhance education around aquatic invasive species throughout West Metro Water Alliance (WMWA) territory and can be shared outside of WMWA territory. The article can be edited as needed to enhance education. This media kit highlights what AIS are, encourages residents to take preventative actions, and pledge to stop the spread of invasive species through lakepledge.com.

Resources to promote AIS prevention and Lake Pledge

Ways to educate the public about AIS:

- Use the sample newsletter article to share on your organization's website or in your newsletters. These are editable so you can customize the length or message.
- Use the sample social media posts to share through your social media channels. These are editable so you can customize the message and website.
- Follow and reshare messages posted on the Hennepin County Environment and Energy social media channels: [Hennepin Environment on Facebook](#), [Hennepin Environment on Instagram](#), and [@hennepinenviro on X \(Twitter\)](#).

Contact

For more information, contact:

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Sample newsletter article

Protect water resources and stop aquatic hitchhikers!



Illustration credit: Rachel Dunlap. Species pictured include purple loosestrife, goldfish, common carp, flowering rush, curly-leaf pondweed, spiny waterflea, zebra mussels, Eurasian watermilfoil, mystery snail.

Hennepin County is a unique urban area. With 200 lakes, 640 miles of streams, three major rivers, 45,000 acres of wetlands and 50 public water accesses, there are so many opportunities to enjoy being on and around water.

Aquatic invasive species don't usually enter lakes, rivers, and streams on their own, people help transport them. In some cases, it only takes one individual organism, such as a small plant fragment, to result in an infestation. An infestation can be devastating for lake recreation and aquatic life and can cost a lot of money to manage. Aquatic invasive species can be introduced directly, like through the dumping of a fish tank into a stream, or hitchhike on different surfaces, like boats, docks, live wells and more.

Preventing the spread of aquatic invasive species takes everyone, including people fishing, boating, kayaking, or sailing, those who live on lakes, and those with aquariums or ponds, to help keep our lakes

clean and healthy. That's why Hennepin County is encouraging anyone who enjoys our lakes to sign up for [Lake Pledge](#).

If you are using a watercraft, remember to clean off any plants, animals and mud, drain any water-containing devices, dry everything, and dispose of unwanted bait in a designated area or the trash. Don't forget to trim your boat motor down or run your personal watercraft engine for a few seconds to discharge that last bit of water before leaving a water access.

If you have been on a lake for 24 hours or more, clean your boat at a decontamination station before entering another lake. [Three Rivers Park District](#) and the [Minnesota Department of Natural Resources](#) have hot water decontaminations stations available in Hennepin County.

Social media posts

Suggested hashtags: #EnvironmentalConservation #AquaticInvasiveSpecies #CleanWater #WaterQuality #AISPrevention #CleanDrainDry

To use images and graphics: right click on image and select Save as Picture

AIS Prevention and Lake Pledge

Facebook: Aquatic invasive species, like zebra mussels and curly-leaf pondweed, can cause lasting damage to native fish and plant populations affecting lake recreation, human health, property values, and the economy. Everyone has a responsibility to prevent the spread of aquatic invasive species! Learn more and get involved on Lake Pledge at www.lakepledge.com or download the Lake Pledge app on Apple's App Store or Google Play. Illustration credit: Rachel Dunlap.

Instagram: Aquatic invasive species, like zebra mussels and curly-leaf pondweed can cause lasting damage to native fish and plant populations affecting lake recreation, human health, property values, and the economy. Learn more and get involved by downloading the Lake Pledge app on Apple's App Store or Google Play. Illustration credit: Rachel Dunlap.

X: Join fellow lake users in preventing aquatic invasive species today at www.lakepledge.com or download the Lake Pledge app on Apple's App Store or Google Play. Illustration credit: Rachel Dunlap. #AISPrevention #MNLakes #HennepinCounty

Image (include illustration credit when using):



SPECIES: 1. Purple loosestrife, 2. Goldfish, 3. Common carp, 4. Flowering rush, 5. Curly-leaf pondweed, 6. Spiny waterflea, 7. Zebra mussel, 8. Eurasian watermilfoil, 9. Mystery snail.

Illustration credit: Rachel Dunlap.