THANK YOU!

IF IT WEREN'T FOR OUR GENEROUS SPONSORS, PROJECT AWARE WOULD NOT BE POSSIBLE.

2009 Project AWARE Sponsorship Series

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Photos: Dan Ceynar, Melisa & Chuck Jacobsen, Living Lands & Waters, David Williamson, and Iowa DNR staff.

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Iowa Watershed Monitoring and Assessment Program Web Site – www.igsb.uiowa.edu/wqm/

Water Fact Sheet 2010-1
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PROJECT AWARE 2010

EXFOLIATING PEDICURES
ORGANIC MUD FACIALS
REJUVENATING HYDROTHERAPY

NO, IT'S NOT A FANCY SPA...

IT'S SAND ON YOUR FEET
MUD ON YOUR CHEEK
CURRENT UNDER YOUR CANOE

It's Project AWARE, a cleanup event that celebrates rivers and the fellowship of people who volunteer to clean them up. Hardworking folks who aren't afraid to get dirty. Volunteers who, by exploring Iowa's rivers and picking up trash, make life better for the rest of us...and, of course, for our rivers.

Project AWARE, which stands for A Watershed Awareness River Expedition, is an opportunity for ordinary people to do extraordinary things. It's good old-fashioned hard work at its finest – a perfect illustration of how through teamwork, cooperation, and determination we can accomplish even the most seemingly impossible tasks. It's a fitting lead-by-example metaphor for our ever-changing world.

During this weeklong river cleanup, volunteers paddle canoes and kayaks down Iowa's rivers searching for unsightly trash. A veritable flotilla of aquatic garbage men, women, and children who choose not to tiptoe around problems but rather tackle them head-on. Their goal is to make a difference while motivating others to do the same, and they realize that simply generating awareness doesn't help our environment. Picking up other people's trash, however, one stretch of river, one piece of junk at a time, does.

And through the physical heroics of AWARE, the fruits of labor bear seeds of knowledge. The river is not just a river – it's an ever-changing outdoor classroom and an engaging teacher. With a combination of canoeing, camping, and camaraderie, Project AWARE is much more than a simple river cleanup. It's a community of volunteers who want clean rivers and are willing to do their part to get them – even if it means getting a little dirty.

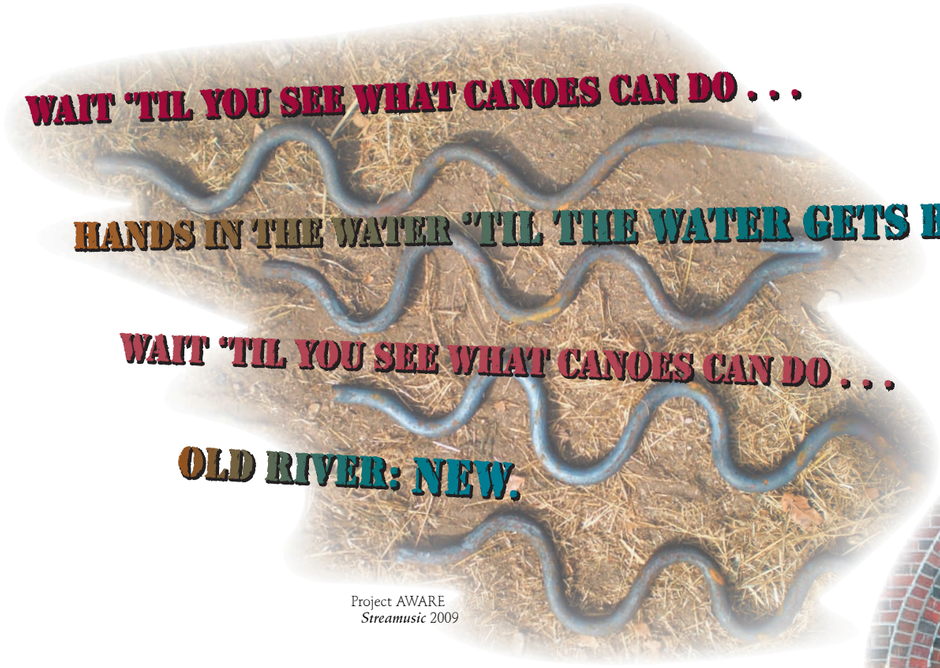
IT'S A DIRTY JOB...

MUD

BUT FOR THOSE WITH A TASTE FOR THE FINER THINGS IN LIFE,

THINK OF IT AS A REWARDING TRIP TO THE SPA.

CRUD



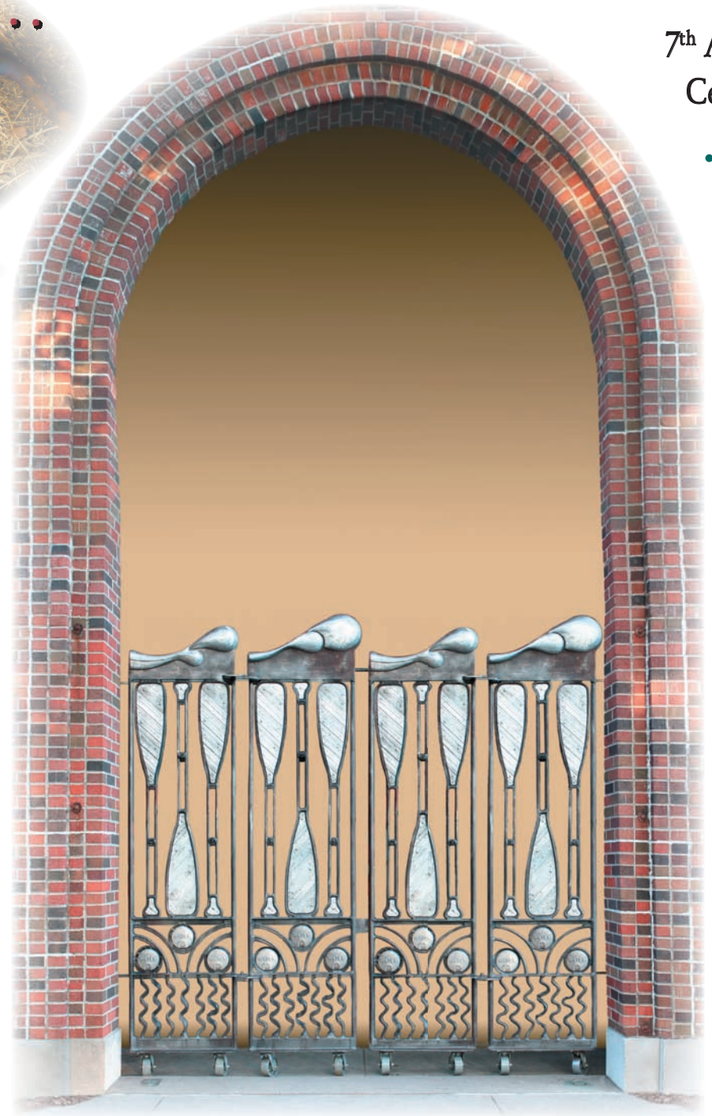
Project AWARE
Streamusic 2009

Wait 'til you see what canoes can do . . .
The recipe for success is really quite simple. In an Iowa watershed, combine dozens of canoes, hundreds of volunteers, and a dirty job, then allow ingredients to ferment for a week to achieve full flavor. By week's end, you won't believe what things can be done.

hands in the water 'til the water gets blue.
Originally scheduled as an 86-mile Cedar River cleanup, the Iowa DNR's 7th Annual Project AWARE was forced to implement alternative plans as high water on the Cedar heightened concerns about volunteer safety. Unfazed by adversity, volunteers eagerly embraced opportunities to expand cleanup efforts, shifting focus from the Cedar River itself to the land and resources that surround it. Prairie restoration, community rejuvenation projects, and lake, wetland, and tributary cleanups provided unique learning opportunities for volunteers to enhance their knowledge of what the W in Project A.W.A.R.E. stands for – watershed.

Wait 'til you see what people can do . . .
Perhaps one of the greatest moments of the week was when 100-strong Project AWARE volunteers, in cooperation with Living Lands & Waters, removed tons of debris that, prior to the 2008 floods, had been dozens of riverside cabins in the quaint community of Cedar Bluff. In just one day, volunteers managed to do the seemingly impossible, transforming total devastation into riverine wilderness and illustrating perfectly how by working together, *we can accomplish incredible things.*

old river: new.



The River Gates of Project AWARE

The gate shown below, while constructed for security purposes to keep intruders out, was designed with welcoming intentions. Affixed to the DNR building on the Iowa State Fairgrounds, the open gate invites fairgoers in to experience the wonder of Iowa's natural resources. When closed, symbolism found throughout the gate's design inspires exploration and enjoyment of Iowa's outdoors. Built from trash collected by volunteers during Project AWARE, the gate focuses on one of Iowa's greatest resources…WATER.

7th Annual Project AWARE • June 20-27, 2009
Cedar River, Wapsipinicon River, Big Creek & Indian Creek

- River Miles – 33.3 miles plus Pleasant Creek Lake, Cedar Rapids neighborhood, Cedar Bluff, Chicken Creek & Rochester Prairie cleanups • Participants – 269 • Sponsors – 99
- Total Trash Removed – 84,820 lbs. (42.4 tons) • Trash Recycled – 27%
- Glass, plastic – 881 lbs. • Household hazardous materials – 500 lbs.
- Appliances – 8,440 lbs. • Scrap metal – 12,005 lbs.
- Tires (103) – 1,220 lbs. • Cardboard – 115 lbs.

Project AWARE 2010 • Nishnabotna River • July 10-17

Nishnabotna. While the exact history and origin of the word may be somewhat of a mystery, linguistics experts tend to agree on one thing – *Nishnabotna* has something to do with canoeing. Some say the name reflects the need for canoes to cross it, others suggest it refers to the canoes that were made along its banks, and yet another theory is that it means *good canoeing river.* Whether it reflects the origin of the word or not, the latter can certainly be said about the present-day Nishnabotna River, and in July of 2010, volunteers will have an opportunity to experience the beauty of the Nishnabotna, to learn about its rich history, and to participate in the dirty job of cleaning it up.

For more information about Iowa's *national award-winning* Project AWARE and to register for the 2010 Nishnabotna River cleanup, visit our website:

www.iowaprojectaware.com