

**For Immediate Release:**

Wednesday, May 23, 2018

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***New Awareness Campaign Promotes Simple Steps Anyone Can Take to Prevent the Spread of Invasive Species While Recreating in the Adirondacks***

**Keene Valley, NY** — The Nature Conservancy’s Adirondack Park Invasive Plant Program (APIPP) is celebrating its 20<sup>th</sup> anniversary by launching a new public awareness campaign focused on the simple steps Adirondack residents and visitors can take to prevent invasive species from spreading into the places they love.

“Most invasive species are introduced and spread throughout the Adirondacks by people — on our clothing and equipment, our boats and vehicles, and in materials such as firewood or soil that we move long distances,” said APIPP’s Project Manager Brendan Quirion. “But whether you live, work, or play here, there are simple steps you can take to ensure you’re protecting Adirondack woods, waters, and communities now and for future generations.”

The “***Keep Invasive Species Out***” campaign is centered around a new logo (attached) and a website, [KeepInvasiveSpeciesOut.com](http://KeepInvasiveSpeciesOut.com) (image attached) that provides an overview of the problem and offers simple, preventive solutions for limiting the likelihood of unintentionally spreading an invasive. Tips are given for specific outdoor activities, including hiking, camping, boating, fishing, hunting, mountain biking, horseback riding, gardening/landscaping, and farming. The site is designed to provide information quickly and easily, and serves as a complement to APIPP’s longstanding website, [adkinvasives.com](http://adkinvasives.com).

To help promote best prevention practices, APIPP is encouraging organizations, businesses and municipalities to use the new logo — which can be downloaded under the “Spread the Word” section of the website — on any materials related to invasive species awareness. Additional components of the campaign will be introduced over the summer, including imprinted promotional items, advertising, and signage at locations throughout the Adirondacks.

Invasive species are plants, insects, animals and other organisms that are non-native to the ecosystem and cause significant economic or environmental harm, or harm to human health. Among the lengthy and diverse list of potential impacts: invasive species can reduce native species biodiversity, hamper recreational use, reduce property values, and spread diseases.

Established in 1998, APIPP leads a variety of partner organizations in a comprehensive effort to address invasive species impacts throughout the Adirondack region. The program serves as a model for similar initiatives across the state and country, and is widely recognized for its success in protecting the Adirondacks from invasive species which threaten the region's environment and economy.

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**About APIPP:**

APIPP was established in 1998 as a partnership program of The Nature Conservancy, New York State Department of Environmental Conservation, New York State Department of Transportation, and the Adirondack Park Agency, and is housed under the Adirondack Chapter of The Nature Conservancy. Since its founding, APIPP has grown to include more than 30 cooperating partner organizations, and over 700 volunteers. In 2008, APIPP became the first New York State-funded Partnership for Regional Invasive Species Management (PRISM). The program has been the recipient of numerous local, state and national awards. Funding for APIPP is provided by the New York State Environmental Protection Fund and administered through the New York State Department of Environmental Conservation.