



CBPC Chesapeake Bay Awareness Week Outreach Plan (as of 5/8/20)

Chesapeake Bay Awareness Week – June 6-14

To do's:

- COG is seeking member videos, photos, infographics, resolutions, articles supporting Awareness Week—send to Heidi Bonnaffon, hbonnaffon@mwkog.org
- Post city and county events via link below
- Social media activity

References/Resources:

- **To post events:**
<https://docs.google.com/forms/d/e/1FAIpQLSc39L9SHnChdVagqL2kvPsTApKL1YXlasu6sUTlbcBDG4MPRg/viewform>
- **To find events:** <https://www.chesapeakebay.net/action/attend>
- **Hashtags: #OneChesapeake, #RiverLove**, meaning all of the Bay's major rivers contribute to the Bay.
- **Logos and Materials for Chesapeake Bay Awareness Week:** (2020 logos will be the same as 2019, but the other content (by day) and folders are still going to get updated)
<https://drive.google.com/drive/folders/1LbL4zAmrDJK7h728lq64rklD6YTzRval?usp=sharing>

Chesapeake Bay Awareness Week Schedule:

June 6-14, with the day focused on the Potomac River still to be determined.

Materials:

- Sample proclamation, attached.
- Chesapeake Bay Earth Day video: <https://youtu.be/INoHxaOTYw8>
- Penny Gross, founding member of the CBPC, videos (will be forthcoming)



Metropolitan Washington
Council of Governments

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SAMPLE PROCLAMATION

WHEREAS, the Chesapeake Bay is the largest and most productive estuary in the United States, with its watershed spanning six states and the District of Columbia; and

WHEREAS, the Chesapeake Bay watershed, covering 64,000 square miles, is an extraordinary and vital natural resource, with some of the nation's most productive farm and forest lands; and

WHEREAS, the Chesapeake Bay is fed by 50 major tributaries, including the Susquehanna, Potomac, Rappahannock, York, and James Rivers, and stretches 200 miles from Havre de Grace, Maryland, to Norfolk, Virginia; and

WHEREAS, the Chesapeake Bay watershed is home to more than 18 million people, many of whom rely upon the watershed's natural resources for their livelihood and recreational activities; and

WHEREAS, an important source of food for the **STATE** and the east coast of the United States, the Chesapeake Bay produces more than 500 million pounds of seafood harvest each year; and

WHEREAS, the more than 83,000 farms in the Chesapeake Bay watershed contribute more than \$10 billion to the regional economy and provide food for millions of Americans; and

WHEREAS, the Chesapeake Bay's tributaries in **STATE** are an important source of drinking water, which is essential for public health and economic growth and a vital resource for future generations; and

WHEREAS, the rich history, pivotal economic importance, and astounding beauty of the Chesapeake Bay watershed never cease to amaze residents and visitors alike; and

WHEREAS, the LOCAL GOVERNMENT is in the NAME OF WATERSHED, which is important to the character and quality of life of the community and ultimately the health of the Chesapeake Bay; and

WHEREAS, the TRUSTED SOURCE has recognized the importance of Chesapeake Bay Week Awareness Week and has encouraged its members to do the same;

NOW, THEREFORE, I, NAME, TITLE of LOCAL GOVERNMENT, do hereby proclaim June 6-14, 2020 as

CHESAPEAKE BAY AWARENESS WEEK

in the LOCAL GOVERNMENT and urge all citizens to recognize the importance of this observance and to participate in events, activities, and educational programs designed to increase awareness of the importance of the Chesapeake Bay watershed in our community.

IN WITNESS WHEREOF, I have here unto set my hand and caused the Seal of LOCAL GOVERNMENT to be affixed this DATE.

Name DATE