



YEAR
OF THE
ANACOSTIA
2018



2018: The Year of the Anacostia

Declared by DC Mayor Muriel Bowser, Prince George's County Council, the National Park Service, and hundreds of advocates, 2018 is the "Year of the Anacostia."

Milestones happening this year include:

- **100th Birthday of Anacostia Park**
- **200th Birthday of Frederick Douglass**
- **Completion of DC Water's Anacostia River Tunnel**
- **Feasibility Study for the Anacostia River Sediment Project**
- **50th Anniversary of the Wild and Scenic Rivers Act and the National Trails System Act**
- **Major League Baseball's All-Star game at Nationals Park.**
- **DC United Stadium opening**

Many organizations will be joining together to celebrate the year with a calendar of events and activities, public outreach campaigns and on-the-ground projects.



.....
honor our history
celebrate our progress
enjoy our river, parks and communities
envision our future
.....

The Year of the Anacostia is a yearlong invitation to honor history, celebrate progress, and enjoy the Anacostia River and its surroundings as we envision an inspiring future.

Goal 1: Celebrate and Enjoy

the Anacostia River, the surrounding parks and communities.

- 1.1 **Establish meaningful events** that welcome the community to Anacostia Park.
- 1.2 **Actively promote Anacostia Park** and establish the park's identity to be synonymous with the NPS mission and brand.

Goal 2: Honor the History

that surrounds the Anacostia River

- 2.1 **Develop programming** that highlights the significant historical, recreational and educational value of the park and river.
- 2.2 **Actively promote the improvement to the health** of the Anacostia River.

Goal 3: Envision an Inspiring Future

of the Anacostia Waterfront for generations to come.

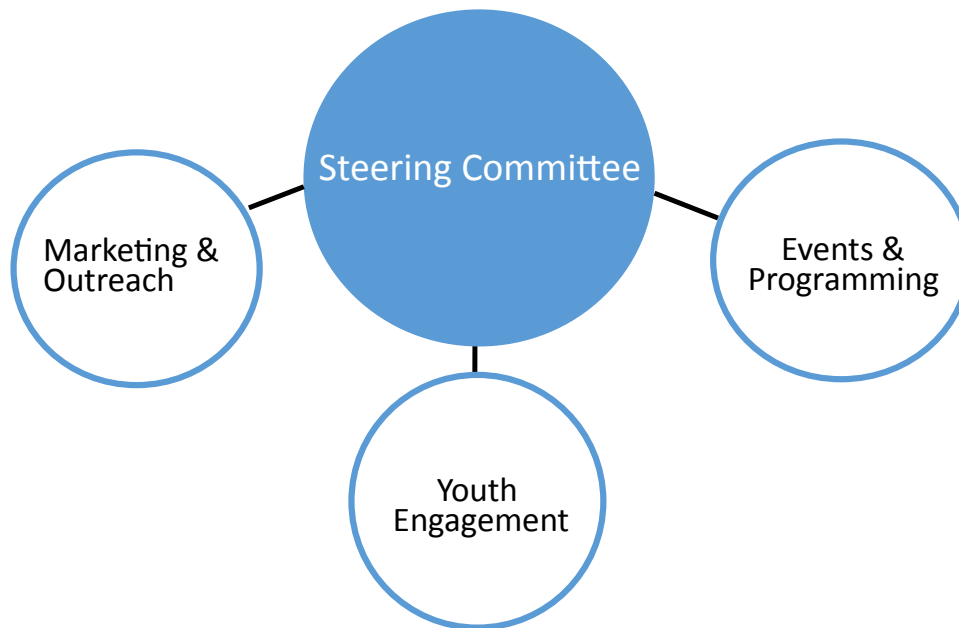
- 3.1 **Directly connect and engage with youth** in the community by offering volunteer, internship and job opportunities that provide educational and meaningful connections to Anacostia River and Park, that in turn creates a generation of advocates.
- 3.2 **Increase community stewardship** by connecting members of the local community especially those in Wards 5, 6, 7 & 8 to the Anacostia waterfront.

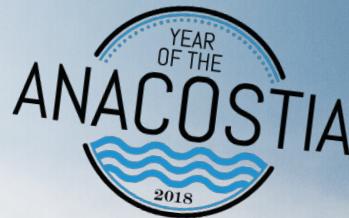


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Steering Committee

The Year of the Anacostia is led by a steering committee made up of community organizations and government agencies dedicated to connecting the community and future generations to the Anacostia. The steering committee was established in August 2017 to develop the framework of the yearlong celebration. Three working groups were then established to help execute the goals of the Year of the Anacostia.





2/16

Family Discovery Day: Aquatic Amore

10:30 AM - 12:00 PM
Anacostia Park - Aquatic Resources Education Center
1900 Anacostia Drive Washington, DC, 20019



2/17-2/18

Frederick Douglass Bicentennial Weekend

10:00 AM - 4:00 PM
Frederick Douglass National Historic Site
1411 W Street SE, Washington, DC 20020

2018 IS THE YEAR OF THE ANACOSTIA!

These events are just some of the ways you can celebrate this milestone year along the Anacostia River corridor. Learn more:

- yearoftheanacostia.com
- [@yota2018](https://twitter.com/yota2018)
- [@yearoftheanacostia](https://www.facebook.com/yearoftheanacostia)
- [@yearoftheanacostia](https://www.instagram.com/yearoftheanacostia)

2/17

Frederick Douglass 5K Run

8:00 AM Registration
Oxon Run Park - Amphitheater

3/3 & 3/17

FrogWatch Citizen Science Training

1:00 PM - 3:30 PM
3/3 @ the Aquatic Resources Education Center in Anacostia Park
3/17 @ the U.S. National Arboretum, Administration Building

3/23

Clean Rivers Project Goes Live

Learn more: dcwater.com/clean-rivers-project

4/6

Family Discovery Day: Wetland Explorers

10:00 AM - 12:30 PM
Anacostia Park - Aquatic Resources Education Center
1900 Anacostia Drive SE, Washington, DC 20019

4/14

Potomac Watershed & Clean Waterways Cleanups

8:30 AM - 12:00 PM @ Many sites along the Anacostia River corridor. See yearoftheanacostia.com.



4/15

Anacostia River Festival

1:00 PM - 5:00 PM
Anacostia Park @ Anacostia Drive SE & Good Hope Road SE

4/21

Earth Day Volunteer Cleanup

8:00 AM - 1:00 PM
Many sites along the Anacostia River corridor.
Registration opens March 1

4/28

Family & Youth Casting Call

10:00 AM - 3:00 PM
A Free Fishing Event
Aquatic Resources Education Center

SEVERAL DATES

Shepherd Parkway Volunteer Cleanups

10:30 AM on 2/10, 3/10 and 4/14
Volunteers meet at the picnic tables in Shepherd Parkway across from 555 Newcomb Street SE, Washington, DC 20032

Anacostia River Explorers Motorized Boat Tours

4/5, 4/6, 4/7, 4/17, 4/19, 4/24, 4/25, 4/26, 4/27
1-hour and 2-hour free boat tours
Depart from Diamond Teague Park, 1520 1st St. SE, Washington, DC 20003

Anacostia Parkrun

9:00 AM on Every Saturday
1910 Anacostia Drive SE, Washington, DC 20020

National Park Week

4/19 - 4/27 from 10:00 AM - 4:00 PM
Activities throughout Anacostia Park

Events

Year of the Anacostia events will:

- Have the right to use the official Year of the Anacostia logo.
- Be included in the Year of the Anacostia calendar of activities.
- Get promoted with other Year of the Anacostia events through press releases, newsletters, and other resources.
- Receive an official Year of the Anacostia project host certificate.

To be approved as a Year of the Anacostia event, your event must:

- Be relevant to the environmental, social, cultural, historical or economical value of the Anacostia River watershed.
- Offer inclusion to diverse audiences with various demographic backgrounds.
- Provide a meaningful experience or engagement.
- Preserve and not damage the resource.

When is the deadline and how does the process work?

- To be promoted through Year of the Anacostia outreach and newsletters, you must submit your event at least four weeks in advance of the event date.
- If you plan to host your Year of the Anacostia event in Anacostia Park, additional permits from the National Park Service will be needed.

CELEBRATE AND ENJOY

ANACOSTIA RIVER, THE SURROUNDING PARKS AND COMMUNITIES.

HONOR THE HISTORY

THAT SURROUNDS ANACOSTIA RIVER.

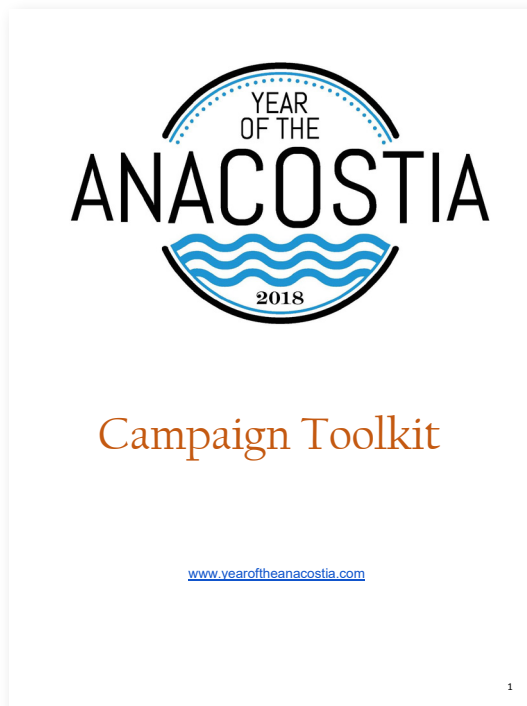
ENVISION AN INSPIRING FUTURE

OF THE ANACOSTIA WATERFRONT FOR GENERATIONS TO COME.

Find out more about these events and the Year of the Anacostia at

YearoftheAnacostia.com





Campaign Toolkit

Marketing and Messaging:

- Usage guide for the Year of the Anacostia logo
- Sample messaging, talking points and sound bytes. Key messages include:
 - Celebrate the Anacostia River and its surrounding parks by playing, learning and having fun in the expanding healthy natural areas. Play sports, exercise, fish, bike the Anacostia Riverwalk Trail or paddle the Anacostia Water Trail during the Year of the Anacostia!
 - Make lasting memories, learn something new, enjoy the Anacostia River and be inspired during the Year of the Anacostia.
 - Join us for the Year of the Anacostia as we bridge together the historic past, our current progress and the rewarding future of the Anacostia River waterfront.

Social Media:

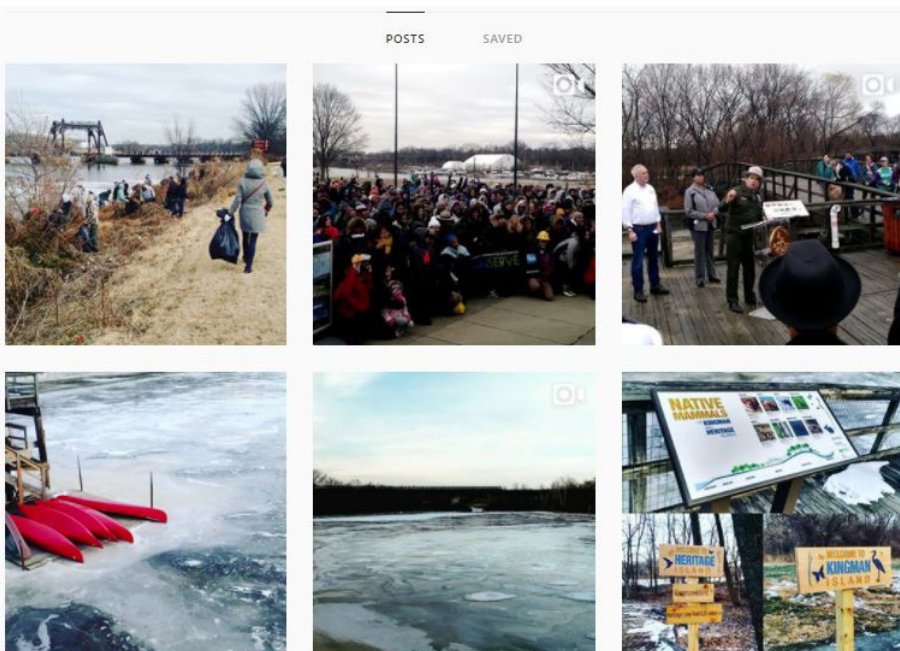
- Shared call to action and hashtag: #MakeWaves. Example:

Join the fun! Get out and #MakeWaves during a day of service along the #AnacostiaRiver! @YOTA2018 #YearoftheAnacostia

Twitter:
@yota2018

Facebook:
@yearoftheanacostia

Instagram:
@yearoftheanacostia






Messaging Campaign

#CometotheRiver
#MakeWaves
#YearoftheAnacostia
#AnacostiaWatershed

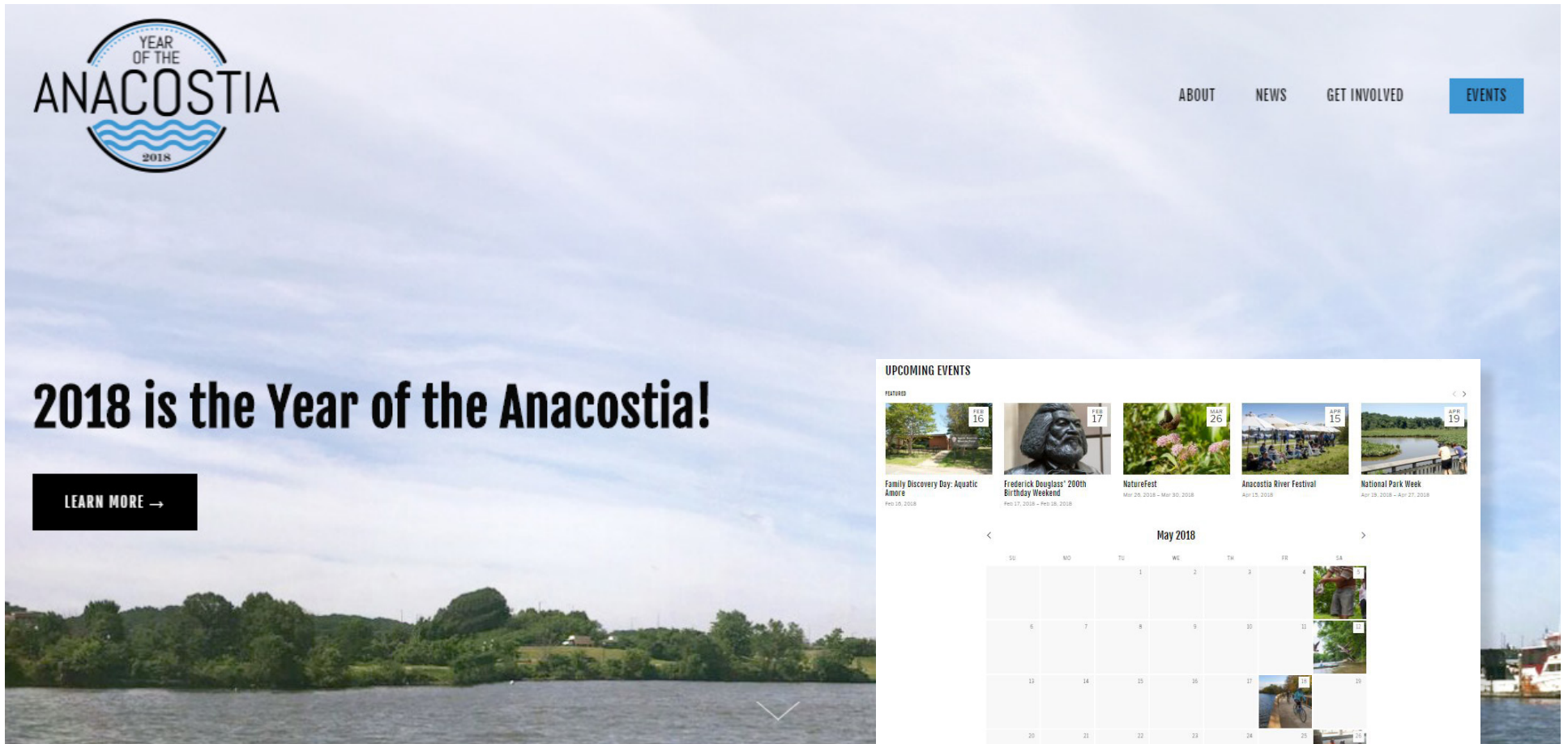


 Facebook:
@yearoftheanacostia

 Twitter:
@yota2018

 Instagram:
@yearoftheanacostia

Website



What's Next?

- Seeking sponsorships and partners
- Adding events to the calendar
- Planning outreach and marketing
- Engaging with more organizations



Thank you for helping to make 2018 the Year of the Anacostia.

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Please contact us for more information.

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