



FOR IMMEDIATE RELEASE: November 29, 2011

Tahoe's Most un-Wanted Campaign Helps Locals & Visitors Protect the Lake

South Lake Tahoe, CA – Tahoe Resource Conservation District (Tahoe RCD) has released a series of educational posters which identify some of the biggest threats to Lake Tahoe Basin, as well as what visitors, residents and even kids can do to help. Titled “Tahoe’s Most un-Wanted,” the first three posters feature aquatic invasive species, fine sediments from runoff and invasive weeds, and are free to pick up or request for local schools, businesses and other organizations who would like to display them publicly. Tahoe RCD is also holding a contest through New Years Eve on its Facebook page where people can submit their own ideas regarding threats to Lake Tahoe for a chance to win prizes, including an Emerald Bay Cruise for two on the Rum Runner, free bowling at Tahoe Bowl, a free bike or ski tune from Watabike/Vertical Sports, a pass to High Altitude Fitness and a free cake from Cakes on the Lake. Details and rules are located online at [Facebook.com/TahoeRCD](https://www.facebook.com/TahoeRCD) and images of the posters are available at TahoeRCD.org/Blog.

“We’re trying to raise awareness of the threats to Lake Tahoe and how people can help improve environmental conditions in the Lake and their own back yards, from fighting the spread of aquatic and terrestrial invasive species and reducing the threat of wildfire, to keeping fine sediments and pollutants from reaching the Lake,” said Pete Brumis, Public Outreach Specialist for the Tahoe RCD.

Tahoe RCD worked with local graphic designer Annaliese Miller to create a series of educational, wild-west-themed “wanted” posters to identify “villains” that pose threats to Tahoe. The first poster features aquatic invasive species: quagga & zebra mussels, and New Zealand mudsnails. These critters that have not yet been identified in Tahoe, and boat inspections and self-inspection of gear can help keep these invaders out of the Lake. The second is invasive weeds, which have arrived in the basin from muddy boots, unsuspecting gardeners and contaminated seeds and soils. They may be pretty but they can raise wildfire danger, out-compete native species and decrease wildlife habitat and biological diversity. Don’t plant a pest! The third poster shows the benefits of installing best management practices (BMPs) for erosion control. Unpaved driveways and bare soils allow sediments and runoff to pollute local creeks and the lake. The poster demonstrates effective ways to keep your back yard’s soils where they belong.

The posters are fun, colorful, and informative and appeal to kids and adults alike. Tahoe RCD hopes to expand the campaign to create more posters and educational content, and has asked for the community’s help in identifying threats to Tahoe which are related to

conservation. The posters have been made available to share with other environmental organizations, and may soon be seen elsewhere in California, including in the Yosemite area to prevent the spread of invasive species in and around the park. Residents, business owners and other organizations wishing to display the posters publicly can contact Tahoe RCD or stop by the office at 870 Emerald Bay Rd in South Lake Tahoe during business hours.

Images of the posters are available upon request.

About the Tahoe Resource Conservation District (Tahoe RCD)

The Tahoe RCD's mission is to promote the conservation and improvement of the Lake Tahoe Basin's soil, water, and related natural resources by providing leadership, information, programs, and technical assistance to all land managers, owners, organizations, and residents. The Tahoe RCD is a non-regulatory, grant funded, public agency that works with a variety of partner agencies to implement programs and outreach, which currently focus on erosion control, runoff infiltration, terrestrial and aquatic invasive species control, and conservation landscaping.

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