



Wanna' clean up a river?

*"Brave the weather,
Muscle out the trash,
Set an example for others..."*

**What's Project AWARE?
Think RAGBRAI,
but with a splash of
ecotourism, a focus on
river cleanup, and a
whole lot of fun!**

The idea behind Project AWARE is simple – if there's trash in the stream, take it out. Using an arsenal of tools, from bare hands to pick axes to come-alongs, AWARE volunteers muscle thousands of pounds of trash out of Iowa's rivers. Regardless of the river, the end result is always the same – muddy volunteers, a cleaner, more aesthetically pleasing river, and memories that last a lifetime.



...and let the good times roll!

This simple strategy has led to an explosion of river cleanup projects, creating what some have termed a *Cleanup Culture*. River cleanups are about more than just trash – they help Iowans connect with their rivers, understand their watersheds, and make a difference in their communities. There's just something about river cleanups – the place, the people, and the trash; something that gets in your blood; something that, if enough people experience it, will lead to a cleaner, healthier, and stronger Iowa.

Who: Anyone – paddlers of all ages and skill levels are welcome!

What: 7-day, 7-night float trip down an Iowa river – volunteers participate in water quality and wild-life monitoring, educational programs, and river cleanup.

When: National Rivers Month (June) – Help out one day, the whole week, or anywhere in between.

Why: ● To engage volunteers in a service learning project that produces tangible results (citizens involved, river miles traveled, and quantity of trash removed, recycled, reused, or properly disposed).
● To increase awareness about, and involvement in, water quality issues that threaten the health of Iowa's water resources, and to promote advocacy and action towards their improvement and protection.
● To demonstrate that Iowans are passionate, motivated, and dedicated to making a difference in water quality – **one stretch of river, one week a year, one piece of trash at a time.**

"Drop In" - 2005 Riverse sculpture

Bearings

*Inside a soggy sleeping bag,
the nose is first to awake.
Camp coffee or the cold?
Either will push us toward
another morning on an Iowa river.
How will the water measure our reach?*

*What's the real distance
of a step in the right direction?
Probing swift current,
who receives
the next angry lesson,
discovering firsthand,
after years submerged . . .
a barb
still works?*

*Tossed: canoes onto trailers.
Tossed: paddles into wet fists.
Rescued . . . a strain in wilderness--
a river reclaiming its riff.*

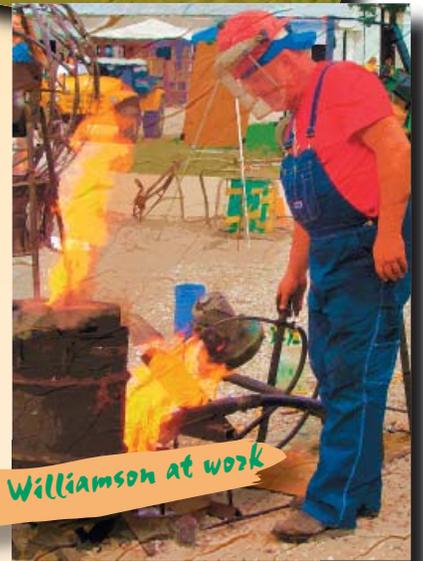
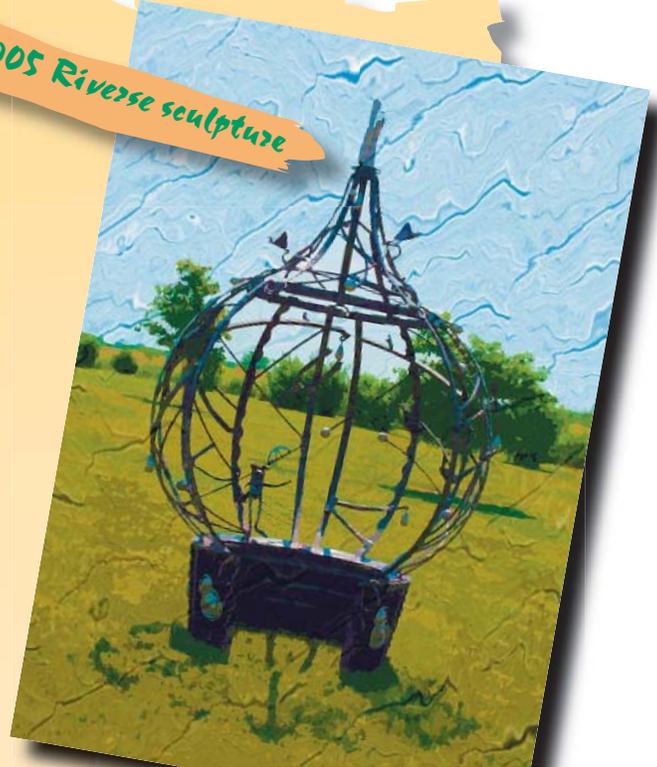
*Around most bends,
caked trash will calve
delivering dirty pink tatters
or a blackened label . . .
echoes of the gutted axle
mired a few miles back . . .
whispering of bearings lost.*

*Tossed: canoes onto trailers.
Tossed: paddles into wet fists.
Rescued . . . a strain in wilderness--
a river reclaiming its riff.*

*A river.
The reasons.*

Roll on . . .

Collaborative Poem from Riverse
at the Iowa State Fair, Johnson County Fair,
& Project AWARE, 2006.



Sculptor David Williamson at work

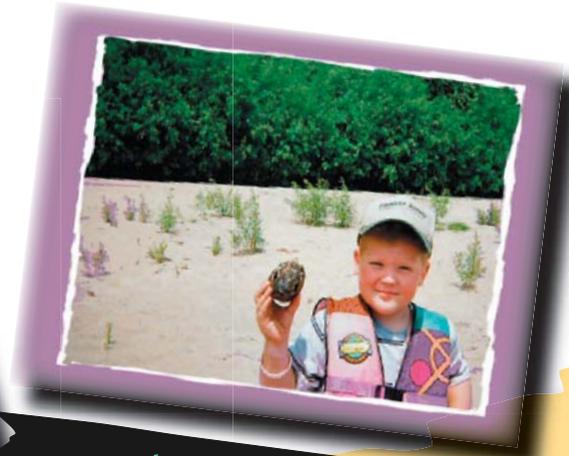
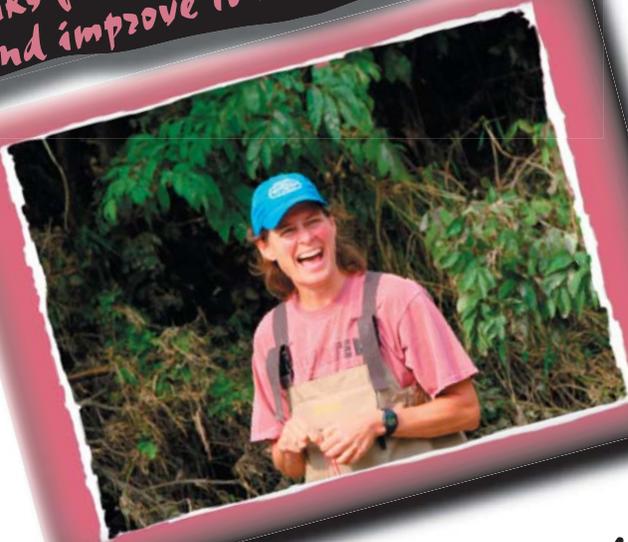
2007 Plans

Drop in to lend a hand cleaning up the Raccoon River watershed. Working together with strong hearts, minds, and backs, AWARE volunteers will help revitalize the Middle and North Raccoon rivers in south-central Iowa. Covering nearly 100 miles in seven days, the 5th Annual Project AWARE would like you to join us as we *roll on* down the river.

For more information and to register, visit our website: www.iowaprojectaware.com

Project AWARE 2007
Raccoon River
June 16 - 23
Join us!

Thanks for helping protect
and improve Iowa's rivers...



...and for giving us memories
that will last a lifetime.

If it weren't for the sponsors...

- Tons of trash would stay in the river.
- We'd miss our chance to dig through the muck.
- We'd lose out on all the fun.

2006 Project AWARE Sponsorship Series

Platinum Paddle (\$3,000) – IIHR-Hydrosience & Engineering, Iowa City Landfill, Iowa DNR, IOWATER, Iowa State University Recreation Services, Keepers of the Land, REAP, Stumpf Concrete, University of Iowa Hygienic Laboratory, U.S. Geological Survey. **Distinguished Bow** (\$2,000) – Hawkeye Waste Systems, Inc. **Golden Yoke** (\$1,000) – Hy-Vee, Inc., Stumpf Construction, University of Iowa Recreational Services. **Silver Stern** (up to \$1,000) – 1-800 Got Junk, Aero Rental, Avant Hand Sanitizer, Berkley Fishing, Boy Scout Troop 242, Brad Coffman, Central Iowa Paddlers, CHEMetrics, Inc., City of Kalona, Conservation Services Group, Cub Foods, Culligan Water Technologies, Dana and Liz Christiansen, Dean's Auto Body, Fin and Feather, Fuel Rescue, Hart-Frederick Consultants, Integrated DNA Technologies, Iowa Arts Council, Iowa City Water Department, Iowa Natural Heritage Foundation, Iowa Recycling Association, Iowa Waste Exchange, Johnson County Conservation Board, Johnson County Environmental Advocates, Johnson County Pheasants Forever, Loparex, Louisa County Conservation Board, Louisa County Regional Solid Waste Agency, MidAmerica Recycling, MidAmerican Energy Company, NatureMapping, New Pioneer Coop, Red Bull, Riverside Canoe Rentals, SeataSea Watersports, Southeast Multi-County Solid Waste Agency, Snyder & Associates, Squaw Creek Watershed Coalition, Story County Conservation Board, The Nature Conservancy, Thompson's Canoes, Townsend Engineering Company, Tyson Foods, Inc., University Camera

Photos and images adapted from photos are by Iowa DNR staff, IOWATER volunteer Dave Ratliff (Williamson photo, p. 3), and Project AWARE volunteer Jim Blakeney (top right photo, p. 4).

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

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Prepared by
Iowa Department of Natural Resources, Geological Survey
109 Trowbridge Hall, Iowa City, IA 52242-1319