

Great Lakes Aquatic Invasive Species LANDING BLITZ

Great Lakes boaters and anglers experienced a regionwide educational “blitz” encouraging them to clean, drain, and dry their boats and gear, and properly dispose of unwanted bait.

The **Great Lakes AIS “Landing Blitz”** is a binational multi-agency effort aimed at raising public awareness and promoting actions to prevent the spread of harmful aquatic invasive species (AIS).

In 2020, the two week event brought together hundreds of partners to support education efforts and watercraft inspections to reduce the risk of moving AIS between water bodies. However, due to public health restrictions surrounding the COVID-19 outbreak, many partners were unable to host in-person events, leaving social media and other virtual events as key components of this year’s Landing Blitz.

Thousands of people are becoming part of the solution:

Where in-person events were able to be held safely and responsibly,

- Approximately **128,000 people** were educated about AIS by agency staff, watercraft inspectors and volunteers
- **Over 1,000 public and private boat landings** in four Great Lakes states and provinces participated in the Landing Blitz in a socially distant manner
- **98%** of participating boat landings also hosted boat inspections, leading to **over 110,000 inspections**

As part of Landing Blitz virtual events,

- More than 50 media outlets covered event happenings and **millions of people watched, listened and read about AIS prevention efforts** based on news releases by partner agencies
- More than **830,000** people saw information about the event on Facebook, Instagram, and/or Twitter, a **746% increase from the 2019 event!**
- Tweets using the official event hashtag, **#GLAISBlitz**, were seen on up to **141,000** different user timelines
- **1,150+** interested people got information about the event through the event webpage at www.glc.org/blitz



For more information and to become a partner visit:
www.glc.org/blitz

