

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 2021, 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. The ongoing COVID-19 outbreak meant social media and other virtual events remained key components of this year’s Landing Blitz, even as partners began to safely and responsibly return to in-person events at boat launches.

Thousands of people are becoming part of the solution:

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

- Approximately **139,000 people** were educated about AIS by the **1,100+** agency staff, watercraft inspectors and volunteers who helped with the event
- **Over 1,100 public and private boat landings** in seven Great Lakes states and provinces participated in the Landing Blitz in a socially distant manner
- **93%** of participating boat landings also hosted boat inspections, leading to **over 95,000 boat inspections**

As part of Landing Blitz virtual events,

- More than 24 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 **640,000** people saw information about the event on Facebook, Instagram, and/or Twitter
- **4,060+** 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

