



**FOR IMMEDIATE RELEASE:** June 20, 2011

## **LOWDPOA LAUNCHES NEW WATER QUALITY AMBASSADOR PROGRAM**

The Lake of the Woods District Property Owners Association (LOWDPOA) is ready to launch their new LakeSmart Ambassador Program on July 1st 2011.

This environmental outreach project, initiated by LOWDPOA's Environment and Membership Committees, will see two student ambassadors travelling the waters of Lake of the Woods visiting lakefront property owners. The goal is to bring information and education on the importance of healthy shorelines, their direct impact on water quality, and what we can do to help in our own 'front yards' .

"Water quality is a common concern throughout the watershed," says Barry Baltessen, president of LOWDPOA. "We hope this program will help us connect with the community, give us the opportunity to listen to any concerns and maybe even help answer that recurring question; what can I do?"

The new LakeSmart Program will assist the Association deliver on its environmental education mandate, and raise the overall profile of LOWDPOA as a concerned steward of district water quality. "We hope to engage members and non-members alike in discussion focusing on healthy shorelines, our Living Green at the Lake initiative and the benefits of membership in LOWDPOA as part of our 2011 membership drive", said Jeff Struth, Environment Coordinator of Lake of the Woods District Property Owners Association.

The new LakeSmart Program is strictly voluntary, non-commercial and non-regulatory. The hope is that people will feel comfortable welcoming the boat to their dock and engaging in the learning provided. The boat will be readily identifiable and the students in 'uniform', making sure folks recognize them and not feel invaded when a strange vessel stops by for a visit. If homeowners are unavailable, the team will simply leave an information package in the hopes people will act on some of the suggestions provided.

In addition to their activities on Lake of the Woods, the LakeSmart ambassadors will be available to visit other lakes in the district and will be happy to take part in the many special events throughout the watershed. Homeowners can also arrange an appointment, at the time and place convenient to them.

### **LakeSmart 2011 Sponsors**

We want to recognize those sponsors supporting the new LOWDPOA LakeSmart Program. Thanks to: *Woodlake Marine, the City of Kenora, KMTS, the Wharf Marine, Dock on a Rock, Lake of the Woods Water Sustainability Foundation, Fisheries and Oceans Canada and Ontario Ministry of the Environment*

### **Lake of the Woods District Property Owners Association (LOWDPOA)**

The Lake of the Woods District Property Owners Association (LOWDPOA) is a vibrant membership-driven organization focused on the sustainability of "lake life" in our region. With 4000 members, we are the largest associations of this kind in the province of Ontario; a powerful force in Northwestern Ontario and beyond

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