



April 7, 2021  
FOR IMMEDIATE RELEASE

**CONTACT INFORMATION:**

Maura Toole  
Lake Friendly Living Coalition  
*Of the Finger Lakes*  
607-220-9142  
MToole325@gmail.com

## Coalition Launches Lake Friendly Living Awareness Week

Finger Lakes organizations team-up to offer virtual education sessions and resources to protect and promote lakes

Geneva, NY, April 7, 2021—The Lake Friendly Living Coalition of the Finger Lakes is pleased to announce the inaugural Lake Friendly Living Awareness Week to be held May 2nd through May 8th. With the common mission to protect water quality, this collaborative effort by seven Finger Lakes will educate and engage watershed residents, local governments, and businesses to adopt practices that will help protect and preserve our lakes for sustainable water quality, recreational use, and tourism. The week of events will include multiple free resources and virtual education sessions with experts discussing topics related to lake friendly living practices, from citizen science efforts to sustainable vineyard management.

“The Finger Lakes region has always been one of working together to advance important services for the betterment of the community,” said Margie Creamer, President of the Finger Lakes Regional Watershed Alliance. “Lake Friendly Living Awareness Week is another example of how working together can increase impact beyond what any one organization can do alone.” Keynote speakers for the informative webinars will include landscaping expert Doug Tallamy and Camille Marcotte, a Water and Ecology Educator for Cornell Cooperative Extension. All sessions are open to the public with pre-registration.

A calendar of events and speakers can be found by visiting [www.flrwa.org/lake-friendly-living](http://www.flrwa.org/lake-friendly-living).

Residents and businesses are also encouraged to show their support by Taking the Pledge to incorporate lake friendly living practices into home and/or business activities. They can also serve as Lake Friendly Living advocates by posting yard signs provided by the associations. In addition to webinar registration, [www.flrwa.org/lake-friendly-living](http://www.flrwa.org/lake-friendly-living) provides links to each of the lake association websites and online resources to help residents learn more.

[LFL Awareness Week Event Schedule](#)

###