

## Lake Friendly Living Coalition *of the Finger Lakes*



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FOR IMMEDIATE RELEASE

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## Finger Lakes' Protection Groups Raise Awareness for Resiliency of Watersheds

Lake Friendly Living Coalition of FLX offers 2nd Annual *Lake Friendly Living for Watershed Resiliency* education series

Geneva, NY, April 19, 2022 — The Lake Friendly Living Coalition of the Finger Lakes is pleased to announce the 2nd Annual Lake Friendly Living Awareness Month, this year highlighting watershed resiliency. The education series will host, virtually and in-person, more than 15 expert speakers on the watershed resilience theme throughout the month of May.

With the common mission to protect water quality, this collaborative effort by nine of the 11 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 month of events will include many virtual sessions, as well as in-person demonstrations free to all participants on topics such as climate resiliency; home, garden, and shoreline practices; rain garden and rain barrel workshops; invasive species threats; citizen science; and more.

"As a rapidly changing environment increases threats to our waters, working together throughout the Finger Lakes to empower our communities to better protect our natural resources through resiliency is imperative," said Margie Creamer, President of the Finger Lakes Regional Watershed Alliance (FLRWA). "We at the Alliance are a proud supporter of the Lake Friendly Living initiative and are looking forward to some exceptional educational opportunities being offered throughout May."

This year's keynote speaker for the education series will be Fred Stoss of the University at Buffalo, on consequences and solutions for the Finger

Lakes basin as it relates to climate change, scheduled for May 2, 7:00pm.  
All sessions are open to the public with pre-registration.

A calendar of events and speakers can be found by visiting  
<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.

[LFLC Awareness Month Banner](#)

[LFLC Logo](#)

[Walton Point, Canandaigua Lake](#)

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