



THE FUND *for* LAKE GEORGE



# NEWS RELEASE

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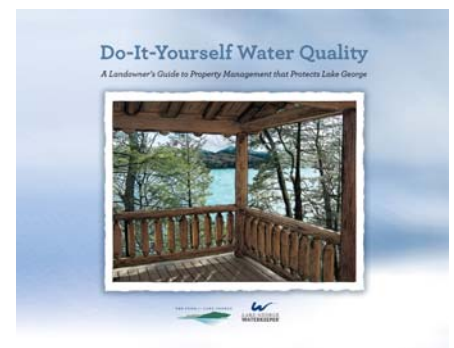
## FUND for Lake George to Receive 2011 Environmental Quality Award from US Environmental Protection Agency

*EPA award is for accomplishment in publishing **Do-It-Yourself Water Quality: A Landowner's Guide to Property Management that Protects Lake George** and educating landowners throughout the Lake George watershed.*

Lake George – The FUND for Lake George has been selected to receive the 2011 U.S. EPA Environmental Quality Award. The award will be made on April 29<sup>th</sup> in New York City. The EPA states “The Environmental Quality Award is the highest recognition presented to the public by EPA. Award recipients come from all sectors of our community, including non-profit, environmental, businesses, community groups, individual citizens, and environmental educators.” The EPA award recognizes the successful educational publication *Do-It-Yourself Water Quality: A Landowner's Guide to Property Management that Protects Lake George* as well as outreach to landowners throughout the Lake George watershed about ways to improve property stewardship to help protect the lake's water quality.



“This recognition from the EPA is certainly an honor – one that serves as a tribute to the dedicated efforts of the FUND staff and Uplands Committee. Our goal was to create a publication that would engage landowners and promote good property management practices throughout the Lake George watershed. We are encouraged by the positive reception of the *Do-It-Yourself Water Quality* guide and are extremely grateful for this prestigious award,” said Betty Spinelli, Trustee of the FUND for Lake George, and co-chair of its Uplands and Shorelands Protection



Committee, which worked for three years to develop and publish the *Do-It-Yourself Water Quality* guide. Extensive *Do-It-Yourself Water Quality* public workshops and outreach efforts are planned for 2011. Over 2,500 copies have been distributed around the Lake George watershed.

“Recognition of good work is important and gratifying, but what pleases us most is to see the ideas of our *Do-It-Yourself Water Quality* guide put into practice as landowners around the lake plant and create fully vegetated shoreline buffers, stop using harmful fertilizers and pesticides, protect stream corridors, and actively work to manage stormwater on their lands, among other activities. These actions all help protect Lake George and that is the highest honor we can hope for” said Peter Bauer, Executive Director of the FUND for Lake George.

“I am very honored to have the efforts of the FUND and the Lake George Waterkeeper recognized by such a esteemed award. This recognition of *Do-It-Yourself Water Quality* validates our approach to the improvement of the water quality of Lake George by incorporating Low Impact Development concepts. It truly is all of our responsibilities to improve Lake George through our actions” said Chris Navitsky, the Lake George Waterkeeper.

“Landowners that recognize the importance of good property management will play a major role to reverse an unfortunate, increasing degradation of our very special lake and its water quality. *Do-It-Yourself Water Quality* and its simple illustrations share those straightforward concepts,” said Kathy Bozony, Natural Resource Specialist, Lake George Waterkeeper.

The *Do-It-Yourself Water Quality* guide was designed by Trampoline Design of Glens Falls, NY. The FUND worked with Trampoline to develop this handsome coffee table book with 25 specially created illustrations. “After seven years of helping to design and develop campaigns for the FUND for Lake George, Trampoline is proud to have been a part of this endeavor” said Sean Magee, Principal of Brand Strategy. Derek Slayton, Principal and Creative Director at Trampoline, added “The illustrative process made use of aerial photographs for reference, pen and ink drawings, digital composition and colorization. Input from the FUND’s staff and Uplands Committee helped to refine preliminary scientific concepts. This full-scale involvement made for a memorable product that communicates clearly and efficiently.”

The FUND for Lake George and Lake George Waterkeeper published *Do-It-Yourself Water Quality: A Landowner’s Guide to Property Management that Protects Lake George* in the summer of 2010. Lake George is the most important economic asset in Warren County and the southern Adirondacks. Its protection and stewardship is vital to the long-term future of this area. *Do-It-Yourself Water Quality* is a guide to stewardship of the lake that local governments, the state, and private property owners can all benefit from and implement in their land use activities. The sections of *Do-It-Yourself Water Quality* include:

- How Your Property Impacts Lake George
- Plan Your Site Carefully
- Build a Rain Garden
- Carefully Site and Maintain Your Septic System
- Create or Expand a Shoreline Buffer
- Create or Expand a Stream Buffer
- Protect Wetlands
- Minimize the Size of Grass Lawns

- Stop Using Fertilizers and Pesticides
- Grow Native Species, Stop Invasive Species
- Preservation Options for Landowners
- Native Plant Species Index
- Sources
- Do-It-Yourself Water Quality Assessment

*Do-It-Yourself Water Quality: A Landowner's Guide to Property Management that Protects Lake George* was also awarded the Annual Frank Leonbruno Memorial Lake Stewardship Award by the Lake George Watershed Coalition in 2010.

### **The FUND for Lake George**

The FUND for Lake George is a not-for-profit, privately funded organization dedicated to the protection of Lake George. Formed in 1980, the FUND takes a science-based approach to the protection of Lake George water quality and the overall health of the Lake George watershed. The FUND pursues this mission through support for long-term scientific research on the lake, launching new initiatives, advocacy for new protections, and partnerships with other organizations and local governments. The FUND is the sponsor of the Lake George Waterkeeper, among other programs on Lake George. The FUND for Lake George is managed by a Board of Trustees and maintains an office in Lake George. See [www.fundforlakegeorge.org](http://www.fundforlakegeorge.org).

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