

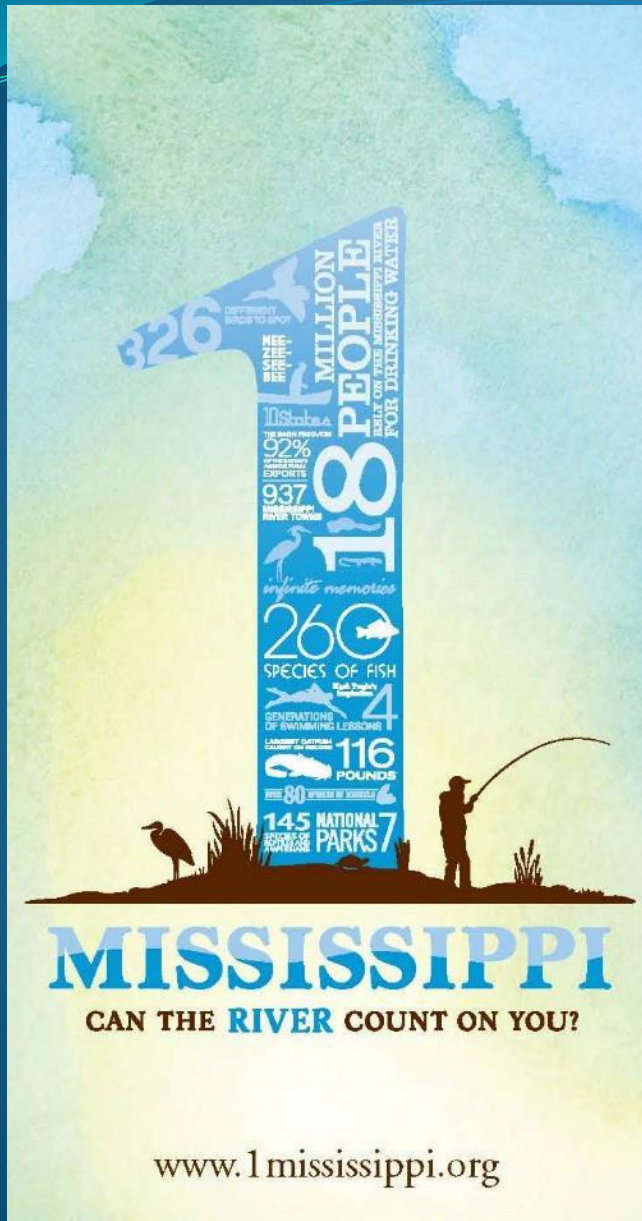
# Mississippi River Network *1 Mississippi Campaign*

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Mississippi River  
Parkway Commission

Memphis, TN

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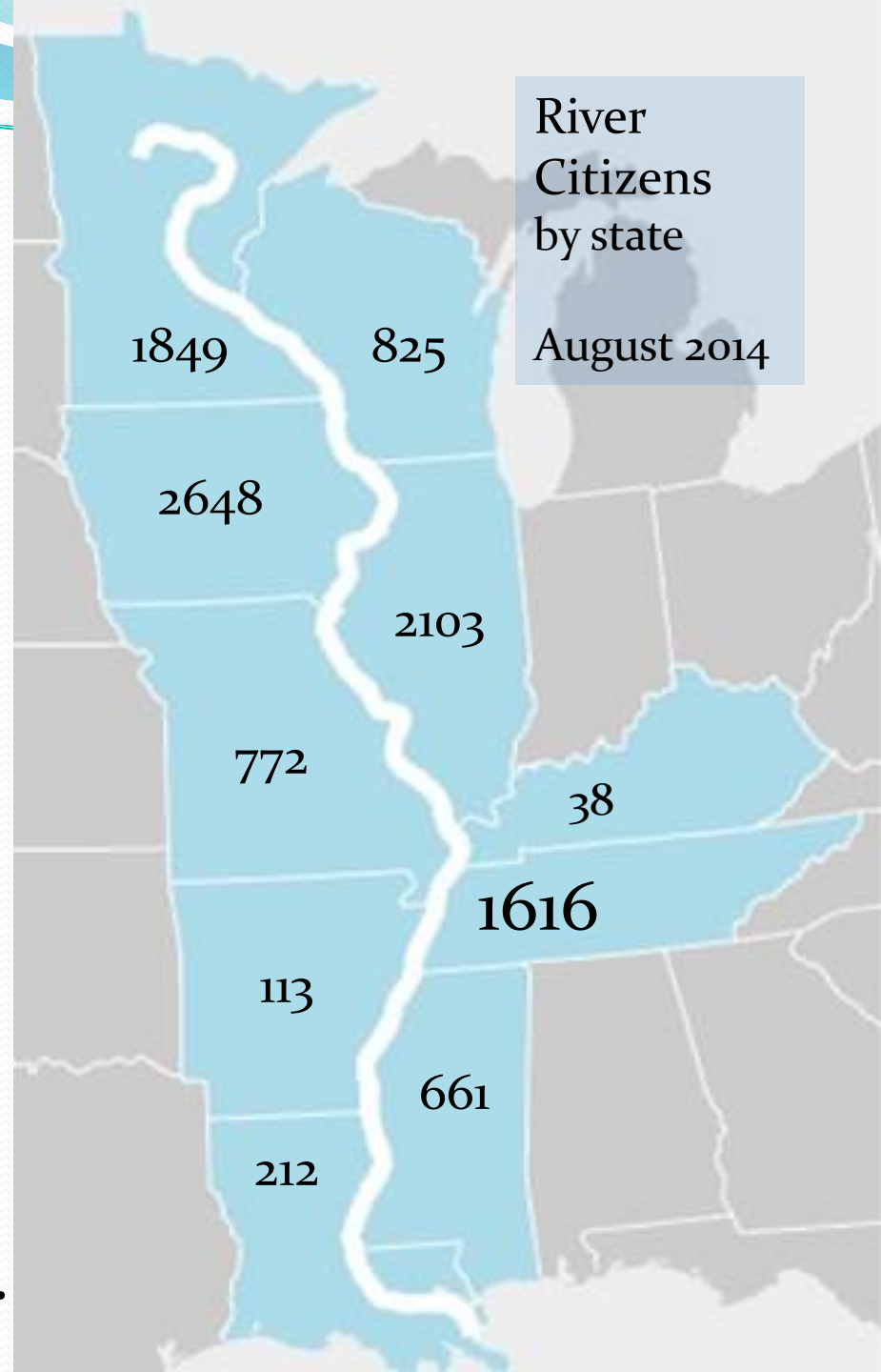
- **1 Mississippi Campaign**
  - 12,000 River Citizens
  - Regional Host: Mississippi River Greenway – TN
- **Mississippi River Network**
  - Purpose and Goals
  - Need for additional TN and AR Member organizations
- **Mississippi River Policy Priorities**



@1\_Mississippi  
@\_MRNetwork

Over **12,000**  
**River Citizens,**  
from all 50 states and  
internationally,  
serve as  
guardians and  
caretakers  
of the River.

From armchairs to  
wading boots,  
the River can count on them.







## Campaign Goals:

- Inform people on the issues facing the River, give them the tools they need to take action and encourage people to be active on the River. **Grow the base of River Citizens**
- Attend minimum of **20 events per region** to build the base of River Citizens (Recruitment) and grow citizen knowledge and connection to the River (Engagement / Education)
- **Communicate with River Citizens** through the website, newsletters, blog posts, press releases and social media.



@1\_Mississippi

@\_MRNetwork

# Mississippi River Challenges



## #1 Farming Practices



## #2 Loss of Wetlands



## #3 Urban Runoff

## Take Action and Create a Healthier River.

The combined efforts of individuals and organizations are needed to make lasting progress. The Mississippi River Network, established in 2005, creates a unified voice for the land, water and people of the Mississippi River. As of 2013, 50 local and national organizations now participate in the Network and support *1 Mississippi* with their unique resources and expertise.

River Citizens + Mississippi River Network = *1 Mississippi*.

**1** **Spread the word about *1 Mississippi*.** Forward our newsletter, join the conversation on Facebook and Twitter and encourage others to participate in the movement by signing up at [www.1mississippi.org](http://www.1mississippi.org).

**2** **Connect with the River.**

Take a canoe trip, visit a nature center or attend a riverside festival. Since we protect what we know, get out and experience the Mighty Mississippi for yourself.

Find year round River events near you at [www.1mississippi.org/events](http://www.1mississippi.org/events).



**3** **Volunteer for the River.** Many hands make light work and volunteers often turn ideas into reality. River cleanups, tree plantings and restoration work days directly affect your community and create free memories with family and friends. Opportunities can be found at [www.1mississippi.org/volunteer](http://www.1mississippi.org/volunteer).

**4** **Pick up garbage and pet waste to reduce pollution and harmful runoff into the River.**

Heavy rains flush pollution into storm drains, much of which flows directly into rivers.

We can beautify our communities and prevent River pollution at the same time by simply bringing a bag and picking up trash on neighborhood walks.



**5** **Choose native plants for yards.** Native plants are accustomed to the conditions where you live, can prevent invasive species from spreading, preserve community heritage and support local pollinators, butterflies and birds.

**6** **Contact Congress through the *1 Mississippi* Action Center.**

Remind them the health of the River is inseparable from the strength of our economy and communities. Remember, these elected officials answer to you. Never underestimate the power of your voice.

**7**

**Reduce the use of lawn and garden fertilizers containing phosphorous and nitrogen.** When these excess nutrients enter rivers and streams, they promote algae growth, depleting oxygen in the water and endangering aquatic life. The result is a Dead Zone in the Gulf of Mexico that wreaks havoc on the ecosystem and threatens the fishing industry.

**8**

**Support sustainable agriculture practices, policies and people who promote healthy soil.**

Sustainable farming prevents soil erosion taking care of the land for future generations. Use your dollars to encourage local farmers who integrate responsible farming techniques.



**9**

**Protect valuable local wetlands from harmful development.** Speak up at public forums and describe the essential role wetlands play in ecosystems and our communities. They provide critical habitat, filter pollutants and protect our homes and businesses by acting as a giant sponge, absorbing excess rainwater and reducing flooding.

**10**

**VOTE! Be heard.** Elected officials make important decisions that affect our River. Learn about your local and national leaders' voting records and hold them accountable for making our River their priority. Everyone should be held responsible for their actions.

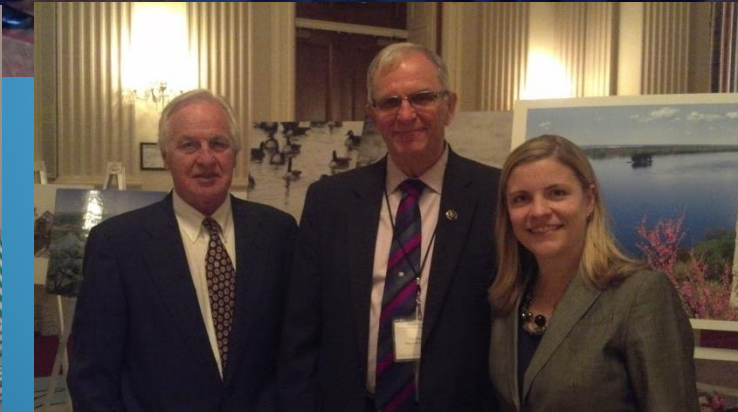


# MISSISSIPPI

CAN THE RIVER COUNT ON YOU?

1. Spread word about *1 Mississippi*.
2. Connect with the River.
3. Volunteer for the River.
4. Pick up garbage and pet waste.
5. Choose native plants for yards.
6. Contact Congress and speak up for River issues.
7. Reduce home use of fertilizers containing phosphorous and nitrogen.
8. Support sustainable agricultural practices, policies and people who promote healthy soil.
9. Protect valuable local wetlands.
10. VOTE!





**17 River Mayors are River Citizens!**

# MRN Regional Hosts

2014



**Elizabeth Ziebarth**  
Audubon Minnesota

**Jessica Zimmerman**  
National Mississippi River  
Museum and Aquarium



**Karen Thornton**  
Mississippi River  
Corridor-TN

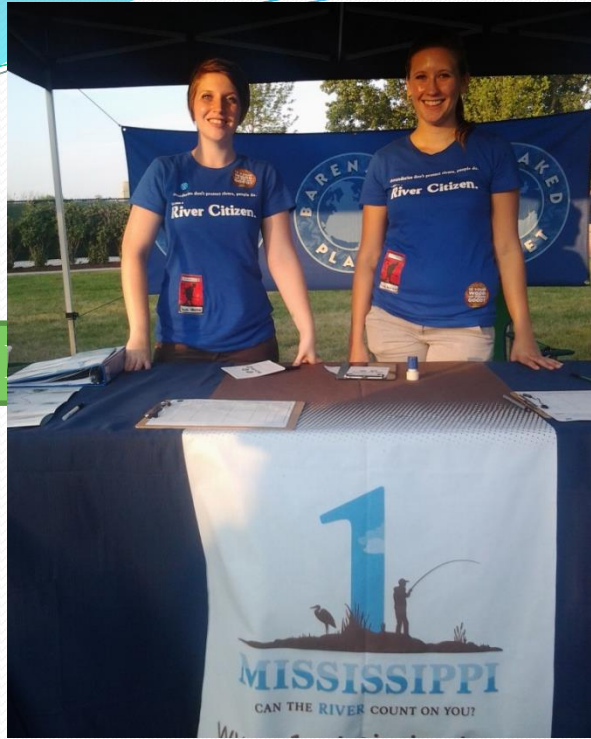


**Dani Robinette**  
Sierra Club,  
Piasa Palisades Group



**Mark River**  
Quapaw Canoe  
Company





Currently 49  
Network  
Member  
organizations  
regionally and  
nationally.

**Tennessee Members**

- Mississippi River Corridor – TN
- Tennessee Parks and Greenways Foundation
- Friends for Our Riverfront
- Tennessee Clean Water Network





# Policy Goals:

## Federal & State

**Reduce  
agricultural and  
urban run-off**

**Protect and  
restore  
ecosystem form  
and function**





# Policy Successes & Issues:

## Recent Successes

- **Farm Bill** conservation funding
- Mississippi River designated **Critical Conservation Area**

## Current Issues

- USEPA/USACE **Clean Water Act** Protection Rule Clarification
- Federal mandate for **state nutrient management plans**
- New Madrid Floodway
- Land and Water Conservation Fund
- Pre-disaster mitigation funding
- Alternative navigation and flood management strategies that benefit conservation and water quality too

# Policy Issues:

**Because all little fish  
deserve clean water ...**



**Because summer fun  
should be safe for  
the ones we love most ...**



## **Clarifying the Clean Water Act**

- Encouraging public input through USEPA rule-making process
- Opposing legislative and budgetary roadblocks



Become a River  
Citizen

Invite us to an  
event

Spread the  
word

Join the  
Mississippi  
River Network

[www.1mississippi.org](http://www.1mississippi.org)



# Mississippi River Network

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