



**CHESAPEAKE BAY
AWARENESS WEEK**

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WHAT IS IT?



WHAT IS IT?

- Celebration of the Chesapeake Bay in Maryland, Pennsylvania and Virginia.
- Falls in-between Clean the Bay Day and Bernie Fowler's wade-in.
- 2018 it the third annual.

HOW CAN WE BUILD SUPPORT AND BRANDING FOR CBAW GOING FORWARD?



2

WHAT HAPPENED IN 2016 AND 2017?



2016 AND 2017

- 2016: Organized by the Chesapeake Bay Commission
- 2017: Events posted by Virginia Conservation Network; large event hosted by the Alliance for the Chesapeake Bay

A landscape photograph of a marsh. In the foreground, there are tall, golden-brown grasses. A body of water, possibly a pond or a slow-moving stream, is in the middle ground, reflecting the bright sky. The background consists of a flat expanse of marshland with more grasses and a few distant trees under a clear, bright sky. The overall tone is warm and natural.

SO WHAT DO WE DO IN 2018?

3

2018 NEEDS



2018 Needs

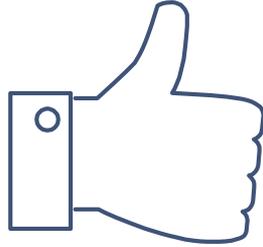
- State coordinators
- Website to host events
- Theme
- Messages

An aerial photograph of a lush green agricultural field, showing distinct rows of crops. The perspective is from a high angle, looking down at the field. The rows are evenly spaced and run parallel to each other, creating a strong sense of order and rhythm. The color is a vibrant, healthy green, suggesting a well-maintained and productive farm. The lighting is bright, highlighting the texture of the crops and the slight undulations of the land.

WHAT CAN YOU COMMIT TO?

What can you commit to?

- Help us decide what to promote?
- Can you sponsor or host an event?
- Help find other campaigns that we can piggy-back onto?
- Can you urge other groups to promote?
- Can you reach out to other groups that previously participated?



THANKS!

Any questions?

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