



# Lake George Association

*People Protecting the Lake Since 1885*

## NEWS RELEASE

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### For IMMEDIATE RELEASE

#### New Rain Garden Poster and Presentation

**Lake George, NY – April 6, 2011** – The Lake George Association and the Lake Champlain – Lake George Regional Planning Board are distributing a free 18" x 24" four-color poster entitled *Rain Garden*. Designed and illustrated by Sheri Amsel, the poster depicts a rain garden design for a home in the Adirondacks, including 10 native plants. Teachers, gardeners, municipalities, and people who are interested in lake-friendly landscaping are encouraged to call the LGA to receive their free copy.

Rain gardens are landscaped depressions that are designed to capture and filter stormwater from roofs, driveways and other hard surfaces. "By collecting water and allowing it to slowly soak into the ground, rain gardens reduce the potential for erosion and minimize the amount of pollutants flowing from your lawn into a storm drain, and eventually into our lakes, rivers and streams," said Emily DeBolt, the LGA's director of education. "Planting your rain garden with native plants not only enhances the beauty of your yard, but also provides valuable habitat for birds and butterflies," she said.

Funding for the project was provided by the Champlain Watershed Improvement Coalition of New York, LGA, and the Lake Champlain-Lake George Regional Planning Board. Funding for printing and a paper donation were provided by the International Paper Foundation.

In coordination with the poster's release, the LGA is offering talks about rain gardens for public groups, both children and adults. People interested in scheduling a talk can contact Emily DeBolt at the LGA at 518-668-3558 or [info@lakegeorgeassociation.org](mailto:info@lakegeorgeassociation.org).

#### **About the LGA**

The LGA is a non-profit membership organization of people interested in working together to protect, conserve, and improve the beauty and quality of the Lake George Basin. It is the nation's oldest lake association. For more information, contact the LGA at (518) 668-3558 or visit the LGA website at [www.lakegeorgeassociation.org](http://www.lakegeorgeassociation.org).

**Image Caption:** This 18" x 24" four-color poster entitled *Rain Garden* was designed by Adirondack illustrator Sheri Amsel. It is available for free to the general public. Call the Lake George Association at 518-668-3558.

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