



Lake George Association

People Protecting the Lake Since 1885

NEWS RELEASE

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FOR IMMEDIATE RELEASE

July is Lakes Appreciation Month

Lake George, NY – July 1, 2011 – July is Lakes Appreciation Month. The North American Lake Management Society (NALMS) sponsors Lakes Appreciation Month each July to draw attention to the value and importance of lakes and reservoirs. Lakes Appreciation Month also overlaps with the Great Secchi Dip-In, a nationwide volunteer and lake data gathering activity, Adirondack Invasive Species Awareness Week, and the Annual Adirondack Loon Census July 16.

“There are so many different ways people can get involved with the Lake this month,” said LGA Education Director Emily DeBolt. “We know they’ll be out swimming, fishing and boating. We also hope they’ll take some time to reflect on how to keep our wonderful Lake healthy and beautiful.”

The LGA invites members and the general public to celebrate Lakes Appreciation Month by:

- Visiting us at the Lake George Visitors Center for Invasive Species Awareness Week, July 11 – 15;
- Joining us for a Plant Paddle on Tuesday, July 12 at 9:30 at Dunham’s Bay. Learn to identify native aquatic plants and invasive species from your canoe or kayak;
- Volunteering for the Annual Adirondack Loon Census from 8 – 9 am on Saturday, July 16. Call the LGA to volunteer on Lake George;
- Posting pictures on the LGA Facebook Page for the “MILLION WAYS to LOVE LAKE GEORGE” gallery; and
- Coming aboard the LGA’s Floating Classroom on Wednesday July 6 or July 13 to participate in the Great Secchi Dip-In. (Reservations required.)

Nationwide and in Canada, the Secchi Dip-In will be celebrated June 25 - July 13. Trained volunteer monitors across North America will go to their local lakes and reservoirs to measure water transparency, temperature, pH, lake usage and user perceptions of water quality and will submit their data to the Dip-In website. To learn more about the Dip-In, visit <http://www.secchidipin.org>.

In 2010, the U.S. Environmental Protection Agency published a National Lakes Assessment Report that identified shoreline habitat loss and nutrient pollution as the two major causes of lake impairment. During Lakes Appreciation Month, the LGA and its members will be supporting the efforts of the EPA as it seeks to distribute information on the importance of natural shorelines. EPA educational materials are available at www.epa.gov/owow/lakes, including information on:

- Lakefront Property - A short guide on the benefits and responsibilities of owning lakefront property; and
- Healthy Lakes & Higher Property Values - Fact sheet to help real estate professionals protect our nation’s lakes.

The LGA also regularly publishes information specific to protecting Lake George, including flyers on Lake-friendly Living and bi-monthly newsletters. All can be found on the publications section of the LGA website: <http://www.lakegeorgeassociation.org/publications/flyers.asp>.

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.



Picture caption: Volunteers in the 2007 Plant Paddle go out to discover native and aquatic plants in Dunham's Bay. This year's Plant Paddle on July 12 will be led by the LGA's Education Director Emily DeBolt.



Picture caption: Young visitors enjoy hands-on learning during the 2010 Invasive Species Week at the Lake George Visitors Center. Once again, the LGA will be coordinating this year's event which will take place July 11 – 15.