





Listen to Your Lakes

Shedd Aquarium's Call to Action to help the Great Lakes



Overview

- Why did we choose Great Lakes?
- What are the environmental concerns?
- What value comes from using our voice?
- What are the program elements?
- Why use partnerships?





Why choose Great Lakes?

- An international treasure shared by many
- Five lakes plus the St. Lawrence River
Superior, Michigan, Huron, Erie and Ontario
- Largest freshwater system in the world
20% of the world's surface freshwater
Only the polar ice caps contain more



Why choose Great Lakes?

They define the region's way of life

- Supply drinking water to more than 42 million people every day
- The lakes affect weather in the region
- Largest collection of freshwater dunes
- 11,000 miles of shoreline and beaches
- 1/3 of U.S. recreational boats are in this region





Why choose Great Lakes?

The lakes support the region's economy

- Shipping
50 million tons transported annually
- Boating
Generates \$2 billion in revenue annually
- Hunting and fishing
Generates more than \$6.5 million annually



What are the concerns?

- Pollution
- Invasive species
- Habitat loss
- Overuse of water

- Shedd's biggest concern:
Lack of public awareness





What are the concerns? Pollution



- Sewage overflows
- Mercury and “legacy” contaminants




What are the concerns? Invasive species




- More than 180 in the Great Lakes now
- Disruptive to the food chain
- Impossible to eradicate
- Costs the region more than \$5 billion annually







What are the concerns? Habitat loss




- Loss of wetlands and natural shoreline
- Juvenile fish, waterfowl affected



What are the concerns? Overuse of water



- Growing population demands more water use
- Not an infinite resource





What are the concerns? Lack of public awareness

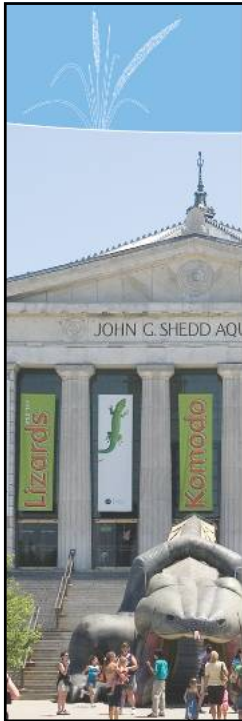
- Beach closings, fish consumption advisories, zebra mussels cutting their feet
- Don't often have any idea why these are happening and don't see how they are connected
- Don't know what they can do to help



What are the concerns? How does climate change fit in?

- Warmer winters, leading to less ice cover and increased evaporation
 - Resulting in lower lake levels
- More heavy downpours, leading to more flooding and more sewage overflows
 - Resulting in decreased water quality
- *More bacteria in less water = more beach closings???*





Why use our voice?

- Shedd Aquarium is uniquely positioned to communicate with the public
 - 2 million visitors annually
 - Trusted and respected brand
 - Wide market reach



Listen to Your Lakes Exhibits

- Local Waters Gallery
- Invasive Species Exhibit
- Ocean Today Kiosk
- Long Range Plan





Listen to Your Lakes Education



- Classes for preschool through adult
- Playscapes and animal encounters
- Lakeshore Biology and Lakeshore Ecology
- High School Lake Ecology
- Community Programs



Listen to Your Lakes Programs in the Community



- Lakeshore festivals and community events
- Seminar presentations





Listen to Your Lakes Public Awareness

- Public Awareness for more than 59 million people in 2008
 - Listen to Your Lakes public service announcement campaign
 - Website visibility
 - Public relations
- Evaluation and research of effectiveness



Listen to Your Lakes Public Awareness



18

Listen to Your Lakes
Public Awareness

The Great Lakes are trying to tell you something.

19

Listen to Your Lakes
Public Awareness

20



Listen to Your Lakes Collaboration

- Local, regional and national organizations
 - Delivering programs
 - Hosting events
 - Networking



Why work with partners?

- Utilize others' strengths
 - Shedd brings audience, education, communication skills, location, facility, brand
 - Leverage others' field research and advocacy work
 - We influence the public, others influence policy makers





Contact Information



- Listen to Your Lakes website
www.ListenToYourLakes.org
- Melanie Napoleon
mnapoleon@sheddaquarium.org

