

Communications, Education and Outreach Committee 5/5/09 Update

Committee Activity – While the campaigns continue to expand and attract new partners, no formal activity has occurred with the CEO Committee.

Campaign Activity

- **Stop Aquatic Hitchhikers!®** This campaign continues to grow, attract new partners and serve as a critical component for the federal government's overall response to the complex issue of aquatic invasive species. Currently, 785 partners have formally joined this campaign with the most recent partner being the South East Queensland Water Authority from Brisbane, Queensland, Australia. Below are the three new 2009 versions of the billboards that Wildlife Forever has created and placed in various states across the country.



- **Habitattitude®** This campaign continues to grow as well, albeit at a slower pace. The recent Congressional hearing has taken away from the time and attention necessary to continue to expand the campaign; however, efforts are occurring that are focusing on improving the website, expanding the campaign within the FWS, DOI and the National Park Service to make the campaign more relevant at the local level.