



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Mississippi Headwaters Board and Crow Wing County Partner to Receive Innovation Funding

The Crow Wing County Board, in partnership with the Mississippi Headwaters Board (MHB) has accepted a \$54,300 innovation funding award provided by the National Joint Powers Alliance. Funds will be used to produce and distribute media materials regionally to raise awareness about how boaters can do their part to prevent the spread of AIS.

“Using these dollars along with contributions of Mississippi Headwaters Board member counties, we will be able to greatly expand the reach of our message about AIS prevention” stated Tim Terrill, Executive Director of the MHB.

The MHB will use the funding to target recreational boaters with local TV and radio public service announcements and regional 30 minute infomercials to spread awareness of what boaters can do to limit the spread of AIS. Chip Leer, host of “Fishing the Wildside,” will produce the media campaign to create a consistent and coordinated message that has potential to reach 4.2 million households.

The innovation funding award of \$54,300 will be combined with member county support to produce and distribute media regionally in the Minneapolis, St. Paul, Fargo, Duluth and Sioux Falls markets this fall.

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Our Vision: Being Minnesota's favorite place.

Our Mission: Serve well. Deliver value. Drive results.

Our Values: Be responsible. Treat people right. Build a better future.