



# Chesapeake Bay Awareness Week

Marisa Baldine

3.17.22

**Chesapeake Bay Awareness Week is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary.**

# History

- In 2016, the Chesapeake Bay Commission designated nine days each June as Chesapeake Bay Awareness Week.
  - The nine days start with the Chesapeake Bay Foundation's Clean the Bay Day and ends with Bernie Fowler's Wade-In.

# Events happening during CBAW:

- Clean the Bay Day: June 4
- River Rally: June 4-7
- Action Day for Clean Water & Rivers: June 7-8
- Lancaster Water Week
- Waterkeepers Chesapeake 50th Clean Water Act Anniversary
- Free fishing days

# Social media holidays

- National Trails Day: June 4
- World Environment Day; International Day for the Fight against Illegal, Unreported and Unregulated Fishing: June 5
- National Caves & Karst Day: June 6
- New York Invasive species awareness week
- World Oceans Day: June 8

# Plans for 2022

- Theme: Restoration Brings Results
  - We will focus on restoration projects throughout the Bay watershed.
- Emphasis on local watersheds within the greater Chesapeake Bay watershed
- Talk about geography, successful projects and plans for the future

# What do we provide?

- The Chesapeake Bay Program will publish a press release and blog post
- Sample proclamation templates
- Social media toolkit
- Flickr gallery for relevant images
- Events calendar
- Support!
  - Let us know if you have questions

# Social media toolkit

 June 1-4: Promotion

 June 5: On the water

 June 6: Parks and trails

 June 7: In your neighborhood

 June 8: In your home

 June 9: Connecting with food

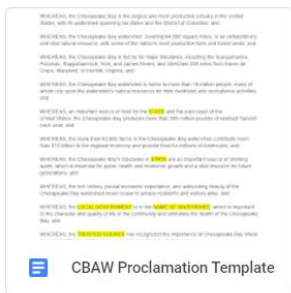
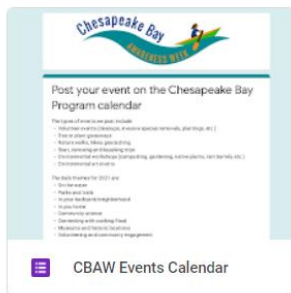
 June 10: Community science

 June 11: Museums and histo...

 June 12: Volunteering and c...

 June 13: Environmental stew...

## Files



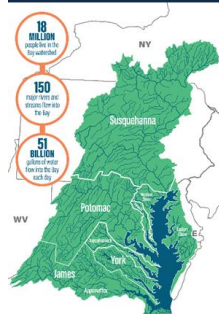


# Social media toolkit



# Maps

## HOW AM I CONNECTED TO THE CHESAPEAKE BAY?



Chesapeake Bay AWARENESS WEEK

## HOW AM I CONNECTED TO THE CHESAPEAKE BAY?

- The Chesapeake Bay watershed includes 206 counties covering parts of six states and D.C. Each local community plays a part in the health of local rivers and the Bay.
- Hundreds of thousands of creeks, streams and rivers thread through the Chesapeake Bay region. These tributaries send fresh water to the Bay, offer vital habitat and provide people with opportunities to fish, boat and swim.

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## THE POTOMAC REGION

- The Potomac River flows for 383 miles, from Fairfax Stone in West Virginia to the Chesapeake Bay at Point Lookout, Maryland.
- The Potomac's major tributaries include the Anacostia, Antietam, Cacapon, Catoctin, Conococheague, Monocacy, North Branch, South Branch, Occoquan, Savage, Seneca and Shenandoah.

Chesapeake Bay AWARENESS WEEK

## THE RAPPAHANNOCK REGION

- At 195 miles, the Rappahannock is Virginia's longest free-flowing river.
- The Rappahannock River's major tributaries are the Rapidan River and the Hazel River.
- As the Rappahannock River meanders through Virginia, the landscapes of the watershed shift from mountains to farms to developed cities.

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## THE YORK REGION

- The York watershed begins in the Blue Ridge Mountains with two main tributaries, the Mataponi and Pamunkey Rivers. It flows into the Bay near Gloucester Point, Virginia.
- The Lower York River is one of the ten tributaries in the Chesapeake watershed selected for oyster restoration. Oysters support a key commercial fishery and filter up to 50 gallons of water each day.

Chesapeake Bay AWARENESS WEEK

## THE SUSQUEHANNA REGION

- The Susquehanna River flows from Cooperstown, N.Y., through Pennsylvania to Havre de Grace, Md. and the Bay—a 444 mile journey.
- The Susquehanna River is the Chesapeake Bay's largest tributary, providing 50 percent of the fresh water that flows into the Bay.
- The Susquehanna River sends about 19 million gallons of water per minute into the Chesapeake Bay.

Chesapeake Bay AWARENESS WEEK

## THE PATUXENT REGION

- The Patuxent is the largest river that lies entirely in Maryland.
- The Patuxent River is home to more than 100 species of fish.

Chesapeake Bay AWARENESS WEEK

## THE EASTERN SHORE REGION

- The Eastern Shore region is home to the Chester, Elk, Sassafras, Choptank, Miles, Wye, Nanticoke, Marshyhope and Pocomoke rivers.
- The Nanticoke River starts in Delaware and runs for 64 miles before reaching the Chesapeake Bay.

Chesapeake Bay AWARENESS WEEK

## THE WESTERN SHORE REGION

- The Chesapeake Bay's western shore region includes the Patapsco River, Back River, Severn River, South River, Magallowy River and the Baltimore Harbor, as well as major cities like Baltimore and Annapolis.
- The Patapsco River runs for 39 miles through Baltimore and into the Chesapeake Bay.

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## THE JAMES REGION

- The James River's major tributaries include the Appomattox, Chickahominy, Cowpasture, Elizabeth, Hardware, Jackson, Maury, Rivanna and Tye rivers.
- In 2019, more than 300 breeding pairs of eagles were found along the James River. This was once the recovery goal for the entire watershed!

Chesapeake Bay AWARENESS WEEK



# Maps

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

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Chesapeake Bay AWARENESS WEEK

# Events



## Post your event on the Chesapeake Bay Program calendar

The types of events we post include:

- Volunteer events (cleanups, invasive species removals, plantings, etc.)
- Tree or plant giveaways
- Nature walks, hikes, geocaching
- Boat, canoeing and kayaking trips
- Environmental workshops (composting, gardening, native plants, rain barrels, etc.)
- Environmental art events

We reserve the right to not post events that don't fit these categories.

Submit your event by filling out the information below.

Email \*

Valid email

This form is collecting emails. [Change settings](#)

Event name \*

Short answer text

Time of event \*

Time



Chesapeake Bay Program  
Science. Restoration. Partnership.

Search

Discover the Chesapeake

Learn the Issues

State of the Chesapeake

Take Action

In the News

Who We Are

What We Do

TAKE ACTION > ATTEND AN EVENT

## Attend an Event

Explore your connection to the Bay at an event near you. Events range from nature workshops and hikes for children and families to restoration activities like trash clean-ups and invasive plant removals. If you would like to see your organization's event on the calendar, fill out this form.



## Upcoming Events

Grid View

List View

WEDNESDAY  
MARCH 16, 2022

### Help Green Richmond Libraries

Volunteer to assist with tree, shrub and perennial installation!

[View Event Details >>](#)

RICHMOND, VA

WEDNESDAY  
MARCH 16, 2022

### Bringing the Bay Home: The Role of Photography and Writing in the Restoration Effort

Learn how photographs and writing engage the public in the challenges faced by the Bay.

[View Event Details >>](#)

VIRTUAL

WEDNESDAY  
MARCH 16, 2022

### Crab Industry Catalysts: Coulbourn and Jewett Seafood Packing Company

This year's webinar series features the enterprising businesspeople that have found opportunity and inspiration on the shores of the Chesapeake Bay.

[View Event Details >>](#)

ST. MICHAEL, MD

WEDNESDAY  
MARCH 16, 2022

### Women Leaders in Climate Action

Join a conversation with women leaders in the environmental space to understand climate change's impacts on women and children.

[View Event Details >>](#)

VIRTUAL

WEDNESDAY  
MARCH 16, 2022

### History of Spiritualism in Baltimore

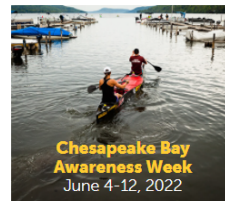
WEDNESDAY  
MARCH 16, 2022

### Women's History Month, A Culinary Journey

## March 2022

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
| 27 | 28 | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |

<< Previous Month | Next Month >>



Chesapeake Bay  
Awareness Week  
June 4-12, 2022

The Chesapeake Bay is a national treasure, and plays a role in the lives of the 18 million people who call its watershed home. [Chesapeake Bay Awareness Week](#) is a time to celebrate the cultures, history and natural beauty of the nation's largest estuary. Discover your connection to the Bay by attending one of the events on our calendar.

# State proclamations

- Virginia and Maryland legislation established Chesapeake Bay Awareness Week as the second week in June in 2016 and in each succeeding year.
  - Virginia: <https://lis.virginia.gov/cgi-bin/legp604.exe?161+ful+HJ31+pdf>
  - Maryland: <https://law.justia.com/codes/maryland/2020/general-provisions/title-7/subtitle-6/section-7-601/>

# Proclamation template

## PROCLAMATION

WHEREAS, the Chesapeake Bay is the largest and most productive estuary in the United States, with its watershed spanning six states and the District of Columbia; and

WHEREAS, the Chesapeake Bay watershed, covering 64,000 square miles, is an extraordinary and vital natural resource, with some of the nation's most productive farm and forest lands; and

WHEREAS, the Chesapeake Bay is fed by 50 major tributaries, including the Susquehanna, Potomac, Rappahannock, York, and James Rivers, and stretches 200 miles from Havre de Grace, Maryland, to Norfolk, Virginia; and

WHEREAS, the Chesapeake Bay watershed is home to more than 18 million people, many of whom rely upon the watershed's natural resources for their livelihood and recreational activities; and

WHEREAS, an important source of food for the **STATE** and the east coast of the United States, the Chesapeake Bay produces more than 500 million pounds of seafood harvest each year; and

WHEREAS, the more than 83,000 farms in the Chesapeake Bay watershed contribute more than \$10 billion to the regional economy and provide food for millions of Americans; and

WHEREAS, the Chesapeake Bay's tributaries in **STATE** are an important source of drinking water, which is essential for public health and economic growth and a vital resource for future generations; and

WHEREAS, the rich history, pivotal economic importance, and astounding beauty of the Chesapeake Bay watershed never cease to amaze residents and visitors alike; and

WHEREAS, the **LOCAL GOVERNMENT** is in the **NAME OF WATERSHED**, which is important to the character and quality of life of the community and ultimately the health of the Chesapeake Bay; and

WHEREAS, the **TRUSTED SOURCE** has recognized the importance of Chesapeake Bay Week Awareness Week and has encouraged its members to do the same,

NOW, THEREFORE, I, **NAME, TITLE** of **LOCAL GOVERNMENT**, do hereby proclaim June 4-12, 2022 as

in the **LOCAL GOVERNMENT** and urge all citizens to recognize the importance of this observance and to participate in events, activities, and educational programs designed to increase awareness of the importance of the Chesapeake Bay watershed in our community.

IN WITNESS WHEREOF, I have here unto set my hand and caused the Seal of **LOCAL GOVERNMENT** to be affixed this **DATE**.

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|      |      |
|------|------|
| Name | DATE |
|------|------|

CHESAPEAKE BAY AWARENESS WEEK

# Examples from 2021



## Montgomery Launching Video Challenge to Celebrate Chesapeake Bay Awareness Week

By Alex Butler · June 4, 2021 · Environment

The Montgomery County Department of Environmental Protection (DEP) is engaging residents for Chesapeake Bay Awareness Week by encouraging video submissions to show support and enthusiasm for clean water and the beauty of the Bay.

Montgomery County is reminding residents that all waterways in the area eventually run into the Chesapeake Bay. DEP is asking that interested residents submit short videos showing their enthusiasm for the environment based on a daily theme each day from June 5th through June 13th, 2021. Winners will be selected based on the number of social media likes, and will be eligible for prizes.



This year's Chesapeake Bay Awareness Week themes are:

- Saturday, June 5: On the Water
- Sunday, June 6: Parks and Trails
- Monday, June 7: In Your Backyard/Neighborhood
- Tuesday, June 8: In Your Home
- Wednesday, June 9: Community Service
- Thursday, June 10: Connecting with Cooking/Food
- Friday, June 11: Museums and Historic Locations
- Saturday, June 12: Volunteering and Community Engagement
- Sunday, June 13: Environmental Stewardship

Videos for this year's challenge can be posted on the DEP Instagram page or emailed to [DEPcontests@montgomerycountymd.gov](mailto:DEPcontests@montgomerycountymd.gov). And videos will be shared on DEP's social media and website. Residents can also tag the department in a post @MyGreenM/C.

"It may not feel like we touch the Bay here in Montgomery County but, the Bay is all around us," said DEP Director Adam Ortiz. "All of our streams in Montgomery County are part of the Chesapeake Bay Watershed that flows into the Bay. No matter where you are in the County, you are connected to this beautiful resource."

For more information, view the [press release](#), or visit DEP's [website](#).



### ON THIS PAGE

- [Awareness Week Activities](#)
- [Year-Round Actions to Protect the Bay](#)

### SHARE



## Awareness Week Activities

The City of Alexandria typically posts Chesapeake Bay Awareness Week activities on this page in early Spring.

## Year-Round Actions to Protect the Bay

- **Know how much fertilizer to use and don't over fertilize.** Or better yet, don't fertilize at all if it isn't necessary! Never fertilize or use pesticides if it is going to rain within 24 hours. Fertilizers and pesticides can end up in streams and harm aquatic life.
- **Plant a native tree.** Trees use nutrients and can prevent those nutrients from entering our streams. Their roots also hold the soil in place, which helps prevent erosion.
- **Landscape your yard using plants that are native to Alexandria.** These plants are adapted to local conditions and, if planted in the right place, need less water and other care. Native plants also support butterflies, bees, and other pollinators. Need ideas of what native plants are right for your yard? Visit [plantnatives.org](http://plantnatives.org) to learn more.
- **Use native plants in your rain garden.** This helps provide food and shelter for butterflies, bees, and birds. Please visit the City's stormwater management BMP page for more information, including recorded webinars, about selecting the right BMP for your yard.
- **Pick up after your dog.** Pet waste left on the ground gets washed into storm drains or streams by rain. Remember to place the bagged waste in a trash can.
- **Keep our city litter free.** Any litter you drop in the street, on the sidewalk, or in a park will likely end up in a local stream and eventually the Chesapeake Bay. Besides looking bad, it harms the environment and wildlife.
- **Report spills in our waterways.** If you have any concerns about illicit or illegal discharges originating from improper disposal of items, spills, land disturbing activities, or other potential stormwater pollution concerns, or if you suspect a problem or notice something suspicious (water that is an unusual color, is cloudy, and/or has a strong smell) use Alex311 to report it to the City.
- **Check out the Youth Field Guide and Journal.** This resource is available on the City's "What You Can Do to Protect Water Quality" web page at [alexandriava.gov/93347](http://alexandriava.gov/93347).
- **Educate your family, friends, and neighbors about the importance of protecting our local water resources, the Potomac River, and the Chesapeake Bay.**

Please visit [alexandriava.gov/CleanWaterways](http://alexandriava.gov/CleanWaterways) to find out more about what the City is doing to help protect the Chesapeake

# Next steps

- Planning partners will meet to pick daily subthemes, create the social media toolkit, blog post and press release.
  - By mid-May all materials will be publicly accessible.
- We're asking partners to plan local activities and share the event information with us.



# Learn more:

[https://www.chesapeakebay.net/discover/chesapeake\\_bay\\_awareness\\_week](https://www.chesapeakebay.net/discover/chesapeake_bay_awareness_week)

## Chesapeake Bay Awareness Week

Chesapeake Bay Awareness Week is an annual event that celebrates the culture, history and natural beauty of the nation's largest estuary.



Join us from June 4 to 12, 2022 for Chesapeake Bay Awareness Week! Chesapeake Bay Awareness Week is a time to celebrate the culture, history and natural beauty of the nation's largest estuary. During the week, there are a wide variety of online and in-person events, volunteer opportunities and social media conversations for everyone to take part in to celebrate the Chesapeake Bay.

### History and Purpose

In 2016, the [Chesapeake Bay Commission](#) worked with their legislative partners to formally designate nine days each June as Chesapeake Bay Awareness Week. This timing was chosen to correspond with two long-running Bay events—[Clean the Bay Day](#) in Virginia and [Bernie Fowler's Wade-In](#) in Maryland. Each year, Maryland, Pennsylvania and Virginia pass official proclamations in honor of Chesapeake Bay Awareness Week. Several local county and city governments have followed suit over the years, marking their own observance of the Bay. Organizations and business are encouraged to hold events, activities and volunteer opportunities during this time to celebrate the uniqueness of the Chesapeake Bay. The Chesapeake Bay Program is honored to help coordinate and play a role in this annual event.

### How to participate

If you are an organization or individual hosting an event during Chesapeake Bay Awareness Week and would like it promoted on our [events calendar](#), please [fill out our event form](#). If you have any questions regarding Chesapeake Bay Awareness Week, please contact us at: [bayweek@allianceforthebay.org](mailto:bayweek@allianceforthebay.org)

**Marisa Baldine**

Communications Staffer

Chesapeake Bay Program Communications Office

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# Chesapeake Bay **AWARENESS WEEK**

JUNE 4 - 12, 2022