



[Lake Association Logo]

## [Lake Association Name] News Release

*For Immediate Release*

### [Lake Association Name] Invites you to Adopt MLR's Lake Steward Program to Protect Minnesota's Water by Protecting our Shoreline.

[City, State – Date] – [Lake Association Name] is excited to share the success they've had in a new opportunity for members to actively contribute to the protection and preservation of our beloved lake. The **Lake Steward Program**, powered by Minnesota Lakes and Rivers (MLR), is now available to all members who are passionate about maintaining the health and vitality of our lake through thoughtful shoreline management.



The **Lake Steward Program** empowers homeowners to evaluate their practices and take incremental steps to protect our waterways for generations to come. Through this neighbor-to-neighbor interactive initiative, we're fostering commitment and pride in the natural beauty of shorelines that absorb runoff, stabilize soil, and provide essential habitat for Minnesota's treasured wildlife. Lake Stewards are leading the movement towards beautiful, sustainable shorelines as the norm for lakefront property owners.

Through the program, members will gain the tools, training, and resources needed to engage in effective lake stewardship. The Lake Steward

Program offers:

- **Actionable Impact:** Not only will your involvement directly reduce phosphorus runoff into the lake, your Lake Steward sign will demonstrate to all who see it that you are acting to preserve and protect the lake we all share.

- **Increased Advocacy Power:** By participating, you'll become part of a collective voice that advocates for water at the local and state level.
- **Training and Support:** Receive expert guidance on how to monitor shorelines for lake health, promote best practices for shoreline management, and build community awareness.

### **Are YOU a Lake Steward?**

We encourage all of our members to [take the quiz!](#) Whether you're an experienced lake advocate or new to conservation efforts, this program provides a valuable opportunity to work together and expand the impact of our lake association.

To join the Lake Steward Program, please visit <https://mnlakesanddrivers.org/lake-steward/> or contact [Lake Association Name]'s Lake Steward evaluator at [Evaluator's email]. We can make a lasting difference for our lakes, starting with you.

For more information, or to get involved, please contact: [Name]

[Title]

[Phone Number]

[Email Address]

[Website URL]