

NEWS RELEASE

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The Detroit River International Wildlife Refuge and the International Wildlife Refuge Alliance Announce Paddle the Detroit River

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BROWNSTOWN, MICH – Saturday, August 9th, the International Wildlife Refuge Alliance and the Detroit River International Wildlife Refuge invites the general public, families, and youth to a paddling tour on the Detroit River. The three hour tours launch at 9:00 am and 1:00 pm from Lake Erie Metropark, located at 32481 W. Jefferson Ave, Brownstown, MI. \$20/person will include entry into Lake Erie Metropark, kayak rental, paddling instruction, and tour. **Registration and payment are required in advance: contact (734) 692-7671 or iwr_alliance@yahoo.com to register.** Kayaks, personal floatation devices, and paddling instruction provided by Wyandotte’s Riverside Kayak Connection.

This event is generously supported by Outdoor Nation, a national initiative working to connect the Millennial Generation to the outdoors to create the next generation of conservation stewards and outdoor enthusiasts. The Paddle Nation Project Grant supports pioneering projects that aim to connect young people and their families to the environment and with their waterways through recreational paddling. “Paddle the Detroit River” was one of 16 projects selected by Outdoor Nation, top paddle-sport manufacturers, retailers and stakeholders, and the National Park Service from a pool of 159 applicants based on its likelihood to increase paddling participation and introduce local ecology, history, and culture through the lens of local community waterways.

Refuge Manager Dr. John Hartig reflected: “What more compelling way to tell the story of the Detroit River than from the water itself? Seeing the refuge lands from a kayak will allow participants an entirely unique view of the ever-changing Detroit River. We are so excited to have the opportunity to welcome folks to the Refuge for a day of learning and fun!”

The Detroit metropolitan area has long been known for its highly industrialized and urban landscape, and has often been referred to as part of the “rust belt.” This “rust belt” image is no longer accurate as the region is becoming a leader in restoring urban shoreline habitat, creating waterfront greenways, building the Detroit River International Wildlife Refuge, and celebrating North America’s *only* river system to receive both American and Canadian Heritage River designations. The Detroit River International Wildlife Refuge symbolizes this region’s re-birth. The first of its kind in North America, it conserves nearly 5,800 acres on the lower Detroit River and western shore of Lake Erie.

What better way to get involved in conservation of this important waterway, the Detroit River, than to bring your family and friends, float down it, and hear these stories in-person!

The mission of the U.S. Fish and Wildlife Service is, working with others, to conserve, protect and enhance fish, wildlife, and plants and their habitats for the continuing benefit of the American people. The International Wildlife Refuge Alliance is the Refuge’s friends organization and a 501 (c) (3) nonprofit organization. The Alliance’s mission is to support the first international wildlife refuge in North America by working through partnerships to protect, conserve, and manage the Refuge’s wildlife and habitats, and to create exceptional conservation, recreational, and educational experiences to develop the next generation of conservation stewards.

To register or for more information, contact: the International Wildlife Refuge Alliance Office at (734) 692-7671 or iwr_alliance@yahoo.com.

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About The Outdoor Foundation and Outdoor Nation

The charitable arm of Outdoor Industry Association®, The Outdoor Foundation is taking the lead nationally to inspire and empower a new generation of outdoor enthusiasts through its signature program, Outdoor Nation. Launched in 2010, Outdoor Nation is the only national initiative that is engaging, empowering and investing in next-gen outdoor champions and outdoor projects. For more information visit: outdoorfoundation.org and outdoornation.org.