



Greetings River Advocates,

On behalf of our WRD Chair, Mark Angelo, I wanted to let you know that plans are developing for **World Rivers Day 2023**, set for **Sunday, September 24** (as always, falling on the fourth Sunday in September). As the world's largest celebration of rivers and the many communities and lifeforms they sustain, we wanted to reach out to you well in advance knowing that many of you are already developing plans. **Please let us know of any activities you may organize!**

Types of river festivities and events will vary greatly. As always, there will be our **traditional physical events**, such as stream clean-ups, or stream-side planting and restoration efforts, along with educational outings and community riverside celebrations. In addition, there are **also many events of a digital nature being planned**. Among these are school projects, art festivals, launching of new campaigns, celebration of milestones, online essays and poems, digital photo galleries, new research projects, online river trivia events, river-related song posts, live-stream panels, and virtual film initiatives, such as Global Environmental Justice documentary series, that includes a number of films about rivers.

So many interesting, diverse and significant activities will take place. As just one example, the partnership for Water Sustainability in BC and the Nanaimo & Area Land Trust (NALT) will be releasing a much-anticipated film on **Blue Ecology** (or water-based ecology to some) that outlines an incredibly progressive, and much needed, ecological philosophy interweaving both indigenous and western perspectives. Such a philosophy is very much in line with the objectives and intent of WRD,

River advocates from around the globe will be involved as part of this year's World Rivers Day Celebration, which commenced in 2005, and is now one of the planet's largest environmental events. This year marks the 43rd anniversary of BC Rivers Day, which eventually evolved into World Rivers Day.

Events are already in the planning stages in parts of the world ranging from Europe to Africa - from Asia to South America - from the United States and Canada to Australia, and from Mexico to the Caribbean.

Themes:

This year's World Rivers Day will once again focus on "the incredible natural, cultural and recreational values of **rivers and streams in our communities**".

In addition, we'll also be recognizing several **sub-themes** for this year's event:

- some will want to focus on the "**rights of rivers**", a timely topic that's taking hold in a growing number of countries, rivers ranging from the Whanganui in New Zealand, to the Klamath in California, to the Magpie in Quebec
- some groups will be emphasizing the incredibly important **link between rivers and oceans**
- other groups want to emphasize the need to **restore rivers** that have been damaged in the past
- still others will strive to **engage youth with local rivers**
- while some will profile the importance of **river connectivity** to ensure adequate fish passage, which is in line with the good work of our friends at World Fish Migration Day,

All of these are positive sub themes to profile.

So please, let us know of your plans!

The importance of clean fresh water has never been more important and World Rivers Day is a timely opportunity for literally millions of people around the world to come together to celebrate the importance of healthy vibrant waterways!

We are excited to again be working with:

- the **Pacific Salmon Foundation**, a gold sponsor and a widely respected organization that is dedicated to the conservation and restoration of wild Pacific salmon
- the **Sitka Foundation**, also, a gold sponsor and wonderful organization that serves as a catalyst for the protection of the environment and the promotion of biodiversity
- another key sponsor, the **Real Estate Foundation of BC** that has provided valued support over the last several years
- we also remain thankful to the **International River Foundation**, based in Brisbane, along with our other valued supporters such as **United Nations University, International Network on Water, Environment and Health, United Nations Water Action Decade, Outdoor Recreation Council of BC, River-cleanup.org, and Hope Mountain Centre for Outdoor Learning.**

Visit our website at www.worldriversday.com to find out more about World Rivers Day, and please let us know about any activities you may organize. We can help with your promotions via our website, as well as with e-mails like this one. Last year, river enthusiasts from around the world came together to make World Rivers Day a great success, with **millions of people participating in thousands of events in over 100 countries**. World Rivers Day also has its roots in the incredible success of BC Rivers Day in British Columbia, Canada, which has been underway since 1980.

Promoting River Stewardship

World Rivers Day is a celebration of the world's waterways. It highlights the many values of rivers and strives to increase public awareness and hopefully encourage the improved stewardship of rivers around the world. Rivers in every country face an array of threats, and only our active involvement will ensure their health in the years ahead.

Join the Celebration!

World Rivers Day organizers encourage all of you to come out and participate. In particular, consider starting a Rivers Day event of your own, which might range from a stream cleanup to a community riverside celebration to an online forum. If you create an event, be sure to tell us about it! We'll keep you posted in the months ahead as new Rivers Day activities are announced.

International Partners

World Rivers Day is intended to complement the broader efforts of the United Nations water-related programs, including the earlier **Water for Life Decade** initiative as well as the United Nations' current **Water Action Decade**. We also look forward to continuing to work with groups such as the United Nations University and the International Network on Water, Environment and Health which were very supportive in launching World Rivers Day back in 2005.

Special thanks to our World Rivers Day partners and sponsors:

Pacific Salmon Foundation - gold sponsor

Sitka Foundation - gold sponsor

Real Estate Foundation of British Columbia

International River Foundation

United Nations University

International Network on Water, Environment and Health

Outdoor Recreation Council of BC (coordinator of BC Rivers Day)

Hope Mountain Centre for Outdoor Learning

River-cleanup.org

United Nations Water Action Decade

To find out more about water issues, and how to get involved with World Rivers Day, visit the websites below for more information.

World Rivers Day - <https://worldriversday.com/>

BC Rivers Day - <https://www.orcbc.ca/bc-rivers-day>

United Nations University - International Network on Water, Environment and Health - <https://inweh.unu.edu/>

United Nations Water Action Decade - <https://www.un.org/sustainabledevelopment/water-action-decade/>

Yours truly,
Tunde Murphy
WRD Communications Manager



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