



The first of many periodic updates from World Rivers Day Chair and founder, Mark Angelo,  
in the lead-up to **World Rivers Day 2024**, set for **Sunday, September 22**.

Greetings River Advocates,

We wanted to let you know that arrangements are already starting to develop for **World Rivers Day 2024**, set for **Sunday, September 22** (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 our partners are already formulating plans. Please let us know of any activities you may organize.

The types of river-related celebrations and events that can take place are limited only by our imagination and creativity. On one hand, we will see many of our **traditional physical events**, such as stream clean-ups, biological inventories, stream-side planting and restoration efforts, educational tours, and community riverside celebrations. In addition, there will also be **many events of a digital nature** including online art festivals, school projects, the launching of new campaigns, the 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 many films about rivers.

We're hoping that 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. Also, this year marks the 44th anniversary of BC Rivers Day, which eventually evolved into World Rivers Day.

**Many exciting events are already in the planning stages** - From across Canada (ranging from the Pacific Salmon Foundation's Salmon Spotting campaign to the BC Rivers Day efforts of the Outdoor Recreation Council, to the Guichon Creek Day at the BC Institute of Technology) to efforts across Europe and Great Britain (from the cleanup of the Tevere in Rome by Più Blu – to the continent-wide celebrations organized by Uniworld river cruises – to the massive celebration of the Thames in London) – to the major festivities in Bangladesh and India – to the dozen of cleanups of restoration projects across Africa – to the major efforts of river stewards from coast to coast across the United States – and from Taiwan, Japan, and China – to Central and South America – to the Caribbean including the great leadership efforts of Dominica, the nature island. The **list will go on and on in the months ahead**.

**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, groups will be promoting several **sub-themes** including the "**rights of rivers**", the incredibly important **link between rivers and oceans**, the need to **restore**

**rivers** that have been damaged in the past, the importance of **engaging youth with local rivers**, and issues around **river connectivity** to ensure adequate fish passage, which is in line with the good work of our friends at [World Fish Migration Day](#), set for next month. All of these are positive sub-themes to profile.

[So please, let us know of your plans by submitting your event here!](#)

**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](#) as a gold sponsor and widely respected organization that is dedicated to the conservation and restoration of wild Pacific salmon a leading group in Canada for the protection of salmon.

Also, a gold sponsor is the [Sitka Foundation](#), a wonderful organization that catalyzes the protection of the environment and the promotion of biodiversity.

Another key sponsor is the [Real Estate Foundation of BC](#) which 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](http://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 Nation's 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 – Millions of people in more than 100 countries participate in World Rivers Day.](#)

[BC Rivers Day — Outdoor Recreation Council of BC \(orcbc.ca\)](#)

[UNU-INWEH | United Nations University](#) - International Network on Water, Environment and Health

[Water Action Decade - United Nations Sustainable Development](#)

Yours truly,  
Mark Angelo, Order of Canada, Order of BC, DSc.  
Chair and founder, BC and World Rivers Day  
Outdoor Recreation Council Rivers Chair  
Chair Emeritus, Rivers Institute at BCIT



Join us on Facebook and Twitter and share your Rivers Day stories with us

