



Greetings River Advocates,

On behalf of our World Rivers Day Chair, Mark Angelo, I wanted to let you know that plans are well underway 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 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, stream-side planting and restoration efforts, 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, the launch 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. So many interesting, diverse, and significant activities will take place.

As just a few examples, across **Europe**:

- The esteemed cruising company, Uniworld, will be celebrating World Rivers Day on the continent's great rivers;
- In the Czech Republic, the Prague Institute for Planning and Development is planning a one-day festival (Get to Know the Vitava River),
- while in Rome, the group, Più Blu is planning a major cleanup of the Tevere (Tiber) River
- In Great Britain, the Thames Festival Trust has once again organized the massive Totally Thames event
- while there will also be a number of smaller events including a litter cleanup headed by GB Head Marine

In **Canada**, events will take place from the Humber to the Athabasca.

In British Columbia, the Outdoor Recreation Council will spearhead the massive BC Rivers Day event:

- with activities ranging from an estuary cleanup organized by the Seymour Salmonid Society
- to the Pacific Salmon Foundation's Salmon Spotting Campaign
- the British Columbia Institute of Technology's (BCIT) Guichon Creek Day
- the Riverfest event organized by the Fraser River Discovery Center
- the Burnaby Village Museum celebration along Deer Lake Brook
- and a Guided Paddle on the Fraser River between Hope and Agassiz organized by the Hope Mountain Centre

In the **United States**, activities and festivities will take place from New York to Mississippi and from Ohio to California. The list goes on and on, from the great advocacy and awareness efforts of the **Bangladesh** River Foundation to the impressive efforts of river advocates on the nature island of **Dominica**. From the good work of the International River Foundation in Brisbane **Australia** to the leading efforts of river advocates in **Taiwan**.

By the time we get to September, events will be planned across the globe. [So please, let us know your plans by filling out our event registration form!](#) Clean fresh water has never been more important and World Rivers Day is a timely opportunity for millions of people worldwide to come together to celebrate the importance of healthy, vibrant waterways!

We are excited to, once again, be working with the **Pacific Salmon Foundation** as a gold sponsor and a widely respected organization dedicated to the conservation and restoration of wild Pacific salmon. Also, as 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](#)

[BC Rivers Day](#)

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

[United Nations Water Action Decade](#)

Yours truly,  
Tunde Murphy, WRD Communications



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