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Greetings River Advocates,

On behalf of our World Rivers Day founder and Chair, Mark Angelo, I wanted to let you know that anticipation is rapidly building for World Rivers Day 2024, set for Sunday, September 22 (as always, falling on the fourth Sunday in September) – it's now only 10 weeks away! As the world's largest celebration of rivers and the many communities and lifeforms they sustain, we wanted to reach out to you 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 digital nature being planned so there will be an incredible diversity of events taking place across 6 continents!

While many of these will be profiled in the weeks ahead, **today's WRD spotlight is on Italy's impressive WRD plans**, where the renowned environmental organization, [Piublu](#), is coordinating a major initiative with the theme, **"Together we clean the rivers"**. This collective action will be carried out in collaboration with the **European Parliament**.

Piublu is a leading advocate for eliminating plastic pollution as well as protecting marine, lake and river ecosystems. The group is also committed to raising awareness among young people. They are **organizing large collective clean-up efforts along a number of waterways September 22, preceded by an Institutional Round Table in Rome on the 20th of September focusing on the importance of collaboration in achieving the best results for our rivers**.

On World Rivers Day across Italy, major cleanups will take place simultaneously on the **Tiber River in Rome, the Arno in Florence, the Po in Turin, and the Lago Patria north of Naples, among others**. These efforts will be done in collaboration with the Italian Federation of Rowing, along with the Federation of Canoeing and Kayaking, as well as the Dragon Boat Federation. There will also be extensive efforts to involve students.

For this event, Piublu enjoys the collaboration of the **European Parliament**, the patronage of the **European Commission**, along with the support of the **Ministry of the Environment and Energy Security**, CONI (Italian National Olympic Committee), ASVIS, Rome Capital, **Italian Federations of Rowing, Canoeing and Kayaking**, and Dragon Boating, the support of **WWF Italia**, Marevivo, Tevere day and the international partners **Goumbook** and the **Plastic Pollution Coalition**. [We congratulate Piublu on their efforts!](#)

We will profile many other events in future weeks - and by the time we get to September, activities will be planned across the globe. [So please, let us know your WRD 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 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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