



Greetings River Advocates,

On behalf of our World Rivers Day Chair, Mark Angelo, I wanted to let you know that we are now only several weeks away from 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!](#)

So many interesting, diverse, and significant activities will be taking place. As just a few examples, across the **United States**:

- **the Great Works Regional Land Trust** in Maine, is holding a Wild and Scenic Film Fest focusing on Water Tales
- in Chicago, Illinois, the renowned river group, **Friends of the Chicago River** is organizing the 5K **"Race for the River"** on Saturday, September 21
- the **California Institute of Environmental Design and Management** in Arcadia, California, is organizing a cleanup of rainwater/greywater harvesting systems near the Santa Anita Wash, among so many others from coast to coast!
- In Utah, south of Salt Lake City, the **Jordan River Festival** will be taking place
- In California, American Whitewater is preparing to hold its annual **Feather River Fest** commencing on the 27th. It is one of the country's premier paddling events.
- while in New York, the **Hudson River Valley Rambles** will unfold through the month including on World Rivers Day

Throughout **Europe**:

- the esteemed cruising company, the **Prague Institute for Planning and Development** along with **Creative Prague** are planning a one-day festival in the Czech Republic (Get to Know the Vltava River)
- the acclaimed river cruise company, **Uniworld**, will be celebrating World Rivers Day on the continent's great rivers
- Across **Italy**, the group, **Piublu**, is coordinating a huge collective action with the theme, **"Together We Clean the Rivers"**. In concert with the European Parliament, the Italian Rowing Federation and so many other partners, they are organizing both an Institutional Round Table in Rome, as well as major cleanups on the **Tiber River in Rome, the Arno in Florence, the Po in Turin, and the Lago Patria north of Naples**
- in Podgorica, Montenegro, the groups, **EuroNatur Foundation** and **Save the Blue Heart of Europe** are organizing the Balkan River Summit from September 29 to October 3
- In southern Poland, the **Bielsko-Biala team** will be starting their "Rivers Reclaimed" initiative as they launch their application for the title of European Capital of Culture
- While in **Great Britain**, leading up to World Rivers Day, between September 6-12, The Rivers Trust is asking everyone to get outside and spend 15 mindful minutes by a river, recording what they see in the free **Big River Watch** citizen science survey app
- the **Thames Festival Trust** has once again organized the massive **Totally Thames** event that will take place throughout September in the run-up to WRD, while there will also be a number of smaller events including a Thames litter cleanup headed by GB Head Marine

Few of the many events that will take place in **Canada**:

- 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 others such as;
- the **Pacific Salmon Foundation's** very successful **Salmon Spotting Campaign**
- the British Columbia Institute of Technology's (**BCIT**) **Guichon Creek Day**
- the massive Riverfest event organized by the **Fraser River Discovery Center** in New Westminster, September 28-29
- the **Vedder River Cleanup Society** will be hosting their massive annual cleanup of the Vedder/Chilliwack Rivers

- organized by **Sunshine Coast Streamkeepers Society** will be enhancing the riparian area by planting native plants by Robertson Creek
- just as **Cougar Creek Streamkeepers and BC Wildlife Federation** in Delta will be focusing on the Blake Creek interpretive walk, installation of flexi-baffles in culvert and weirs and restoration planting of adjacent Bates Ravine
- the annual Paddle the Fraser River event organized by **Hope Mountain Centre** between Hope and Agassiz and the **BC Watershed Security Coalition** and **Rivershed Society** planning the same on the stretch from Fort Langley to Coquitlam
- **Blue Ecology** is doing a public talk and art display at Berwick in Qualicum Beach
- as well as the **Burnaby Village Museum** celebration along Deer Lake Brook

Numerous other events are currently being planned. [Please let us know of any activities you may organize!](#)

Many events will also take place in Africa, ranging from **Tanzania to Botswana to South Africa**.

In Kericho, **Kenya**, the group **Transfo Green World** will be undertaking the restoration of the Kipchorian River by planting trees and bamboo along 25 kilometers of riverfront. In Nigeria a 5-day events of **River Ethiopie Festival** will take place with activities such as youth boat rally, student debates, community river clean up/tree planting, cultural dances/drama, advocacy visits and lecture to mark the 4th annual stakeholders' declaration of Rights of River Ethiopie known as "Abraka Declaration 2020"

The list goes on and on, from the great advocacy and awareness efforts of the **Bangladesh River Foundation**, - to river cleanups in **India** organized by **Save Jalangi** at Krishnagar Biswarjan Ghat on the banks of the Jalangi River, as well as seminar & community awareness program in Ranaghat, - to the impressive efforts of river advocates on the nature island of **Dominica**, - to the good work of the **International River Foundation in Brisbane Australia**, - to restoration planting at Baynons Brake in the Waimakariri River Regional Park In New Zealand organized by **Environment Canterbury**, - to the leading efforts of academics and river advocates in **Taiwan**;

And as a final example, the **United Nations** will be officially gearing up for the launch of its glacier year 2025 to highlight the all important link between glaciers and rivers, and or water resources in general. Our world rivers day organization is proud to be one of its many official supporters.

By the time we get to September, events will unfold in over 100 countries. [So please, let us know your plans!](#) 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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