



**STOP INVASIVE
SPECIES IN
YOUR TRACKS.®**

PlayCleanGo.org

PlayCleanGo® Awareness Week Talking Point

June 5-12, 2021

Objectives: Promote PlayCleanGo® Awareness Week by sharing the campaign themes, goals, activities and calls to action. Share impact statements on why playing “clean” is so important to ensure listeners/viewers understand the potential impact of their actions and why they should take the PlayCleanGo Pledge.

Talking Points:

- The second annual PlayCleanGo Awareness Week kicks off June 5 – 12, 2021.
- Hosted by the North American Invasive Species Management Association (NAISMA), PlayCleanGo is an international interactive campaign that teaches the importance of stopping the spread of aquatic invasive species, invasive plants, plant pests, and diseases and the role that we all play when enjoying the great outdoors.
- By sharing simple tips on how to responsibly enjoy outdoor activities without unintentionally transporting hitchhiking plants or pests, one of the goals of the campaign is to show how even taking 30 seconds to check and clean your gear before heading out can make a difference.
- It is an easy thing to do, and everyone can be part of the solution.
- The campaign will host a number of social media contests using the hashtag #PlayCleanGo, or #PlayCleanGoWeek, which will encourage outdoor enthusiasts to demonstrate how they “PlayCleanGo,” incorporating some of the simple tips we highlight during the campaign, taking the PlayCleanGo Pledge, or sharing PlayCleanGo with their family and friends. Some of those tips include using a boot brush station along hiking trails; checking and cleaning camping gear, bikes, or boating equipment before heading out; and using weed free mulch in your garden.
- Each day of PlayCleanGo Awareness Week has a specific theme with tips on how to play “clean” while doing specific outdoor activities.
- **For example**, on Saturday, June 5th, the campaign kicks off with National Trails Day, when we will talk about how to avoid spreading invasive seeds and pests while hiking. Sunday is National Recreational Vehicle day and we will share to inspect and spray vehicles, on Tuesday, we will share tips on how to prevent invasive species in your home garden. PlayCleanGo features themes and tips for clean outdoor activities each day of the week. To learn more and take the PlayCleanGo Pledge, visit PlayCleanGo.com or follow PlayCleanGo on [Facebook](#), [Twitter](#), and [Instagram](#) for the latest campaign news and activities.



**STOP INVASIVE
SPECIES IN
YOUR TRACKS.®**

PlayCleanGo.org

- PlayCleanGo Awareness week also reaches beyond individual outdoor enthusiasts. We have joined with several organizations across North America to help spread the message, including The Nature Conservancy's Don't Move Firewood Campaign, USDA Animal and Plant Health Inspection Service, Canadian Council on Invasive Species, Mexico's National Commission for the Knowledge and Use of Biodiversity, USDA Forest Service, the U.S. National Park Service, the U.S. Fish and Wildlife Service, Leave No Trace, the Bureau of Land Management, state and local parks, some outdoor retailers, the Cooperative Invasive Species Management Areas, and many others.
- Together, we can help protect our natural resources and crops from the devastating impacts of invasive species, while encouraging people to enjoy the great outdoors responsibly.

For reference if needed, here are six simple steps to invasive species prevention:

1. Clean your shoes, clothes, packs, and pets before and after exploring and stay on designated trails.
2. Clean your horse's hooves and feed them weed-free certified hay before your adventure.
3. Clean, Drain, and Dry your watercraft and angling equipment to Stop Aquatic Hitchhikers!
4. Don't Move Firewood! Buy it where you burn it, buy certified heat-treated firewood, or gather on site when permitted.
5. Before traveling to new areas, inspect and clean your trailers, off road vehicles, and recreational vehicles with water or compressed air to remove mud, plant parts, and hidden pests.
6. Take the PlayCleanGo Pledge and invite your family and friends to do the same. www.playcleango.org/pledge