



PlayCleanGo.org

## PlayCleanGo® Awareness Week

# FREE TOOLKIT

### OVERVIEW

- PlayCleanGo Awareness Week takes place June 5–12, 2021 across North America.
- The goal of the campaign is to show outdoor recreationists how they can help the spread of invasive species.
- Tag PlayCleanGo in your posts to help us see who's joining the movement @PlayCleanGo
- The campaign hashtags are **#PlayCleanGo** and **#PlayCleanGoWeek**
- All campaign materials are online at <https://playcleango.org/take-action/playcleango-awareness-week/>

PlayCleanGo Awareness Week is sponsored by three prevention partner organizations:

- PlayCleanGo: [PlayCleanGo.org](https://playcleango.org)
- Don't Move Firewood: [DontMoveFirewood.org](https://DontMoveFirewood.org)
- Hungry Pests: [www.aphis.usda.gov/hungrypests](https://www.aphis.usda.gov/hungrypests)

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## **PlayCleanGo Awareness Week (June 5 - June 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 plant 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 taking even 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.

## **PlayCleanGo Awareness Week Partners**

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.

## **You + PlayCleanGo**

The campaign provides us the opportunity to work together to spread awareness about invasive species prevention with recreationists and the role they play in protecting our natural spaces.

The campaign will host a number of ways to engage our recreationist community through videos, social media channels, local media outlets.

PlayCleanGo will also hold 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.

**Here are the 6 simple tips we’ll focus on:**

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 at [PlayCleanGo.org](http://PlayCleanGo.org).

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1. Limpia tu calzado, ropa, mochilas y mascotas antes y después de explorar, y mantente en los caminos designados
2. Limpia los cascos de tu caballo y aliméntalo con heno certificado libre de malezas antes de salir de aventura
3. Limpia, Drena y Seca tu embarcación y equipo de pesca para Detener a las Invasoras Acuáticas
4. ¡No muevas leña! Cómprala en el sitio donde la usarás, compra leña certificada con tratamiento de calor, o recógela en el mismo sitio, si es permitido.
5. Revisa y limpia tus remolques, vehículos todo terreno y recreativos con agua o aire comprimido para quitarles lodo, trozos de plantas o plagas escondidas.
6. Comprométete con la campaña de PlayCleanGo e invita a tu familia y amigos a hacerlo [PlayCleanGo.org](http://PlayCleanGo.org)

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## **THIS IS FOR YOU**

### **PRESS RELEASE TEMPLATE**

Insert your organization’s information and send it to all your local news media.

<https://playcleango.org/take-action/playcleango-awareness-week/>

## VIDEOS FOR YOU TO SHARE

PlayCleanGo has a vast video library available for the public to view and share [here](#). You can learn and share PlayCleanGo prevention messaging and there are even videos with specific invasive species imagery. Some topics include:

[What Can I Do About Invasive Species?](#)  
[Invasive Species Prevention #ProTips](#)  
[PlayCleanGo Horseback Riding](#)  
[PlayCleanGo Trail Running](#)  
[PlayCleanGo Mountain Biking](#)

## SAMPLE SOCIAL MEDIA SHARES

**These posts are for you!**

**Use these posts on your social channels; make them local, leave them as is, or pair them with our graphics which can be found [here](#)!**

**Be sure to tag us (@PlayCleanGo) and use our hashtags (#PlayCleanGo / #PlayCleanGoWeek)**

### **Impact of Invasive Species**

545 of 1,300 US threatened or endangered species are at risk because of invasive species. You can help by making #PlayCleanGo part of all your adventures by cleaning your gear and your ride before new adventures! Get PlayCleanGo facts and tips here: [www.playcleango.org/awareness-week](http://www.playcleango.org/awareness-week) and follow @PlayCleanGo

En Estados Unidos, 545 de las 1300 especies amenazadas o en peligro están en riesgo por las especies invasoras. Tu puedes ayudar, solo con limpiar tu equipo y vehículo. Conoce más tips de PlayCleanGo aquí:  
[www.playcleango.org/awareness-week](http://www.playcleango.org/awareness-week) @PlayCleanGo #PlayCleanGoWeek

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Invasive species cost the US \$138 billion per year in environmental damages, control and losses. But recreationists can help! After caving or climbing, wash hands, clothes, footwear and anything else that may have touched the ground wall or other surfaces. <https://playcleango.org/take-action/#caving> #caving #climbing @PlayCleanGo #PlayCleanGoWeek

Las especies invasoras representan una pérdida de \$138 billones de dólares al año, en daños ambientales, control y pérdidas. ¡Los **excursionistas** pueden ayudar a controlarlas! Después de escalar o explorar cuevas, lava tus manos, ropa, botas y cualquier otra cosa que haya tocado las paredes o superficies <https://playcleango.org/take-action/#caving> #caving #climbing @PlayCleanGo #PlayCleanGoWeek

### **Preventing The Spread of Invasive Species (Calls To Action/CTA)**

You might be a pro at outdoor recreation, but are you using #PlayCleanGo's #ProTips to Stop Invasive Species In Your Tracks? Get the pro-tips today! PlayCleanGo.org and following @PlayCleanGo #PlayCleanGoWeek

Tal vez seas un profesional de las actividades al aire libre pero ¿estás usando las recomendaciones de PlayCleanGo para detener a las especies invasoras? Conócelas aquí PlayCleanGo.org #ProTip #PlayCleanGoWeek @PlayCleanGo

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Water is vital to our ecosystem and is the source of life for all living things. When you #PlayCleanGo by cleaning, draining, and drying before entering a new body of water, you help protect waters from invasive plants and animals. @PlayCleanGo @StopAquaticHitchhikers

El agua es vital para nuestro ecosistema y es la fuente de vida de todos los seres vivos. Ayuda a proteger los cuerpos de agua en los que pescas. Deja los restos de carnada, y trozos de peces, que no quieras llevarte en la basura en vez de en el agua. #PlayCleanGoWeek @StopAquaticHitchhikers

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There are 50,000 invasive species in the US - but there are millions of recreationists that can #PlayCleanGo! Inspecting and hosing down your RV and off road vehicles with water or compressed air can slow the spread of invasive species. Learn more by following @PlayCleanGo and @HungryPests

Existen más de 50,000 especies invasoras en los Estados Unidos, y hay millones de personas que hacen actividades recreativas. El simple acto de rociar tu vehículo con agua o aire comprimido, o barrer el interior puede hacer la diferencia para reducir la dispersión de especies invasoras en tu comunidad. Aprende más siguiendo a @HungryPests and @DontMoveFirewood #NationalRVday @PlayCleanGo #PlayCleanGoWeek

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Hungry pests can't move far and wide on their own. But with help from people, they can cover 55 miles per hour. Make sure you check all equipment and wheel wells to remove egg sacks and Don't Move Firewood! Learn more by following @HungryPests and @DontMoveFirewood @PlayCleanGo #PlayCleanGoWeek

Por sí mismas, las plagas no se pueden mover a grandes distancias. Pero con la ayuda de las personas pueden moverse hasta 90 km/h. ¡Asegúrate de revisar todo tu equipo, y las cavidades de las llantas, para retirar huevecillos! y ¡no transportes leña!. Aprende más siguiendo a @HungryPests and @DontMoveFirewood #PlayCleanGoWeek

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Take these easy steps to stop invasive plants and pests: Stay on trails. Clean your gear, clothes, and animals before exploring a new natural space, and take the #PlayCleanGo Pledge today! [www.playcleango.org/awareness-week](http://www.playcleango.org/awareness-week) @PlayCleanGo

Aplica estos sencillos pasos para detener a las especies invasoras: camina sobre los senderos designados. Limpia tu equipo, ropa y animales. ¡Comprométete a participar con el programa PlayGleanGo! <https://playcleango.org/take-action/> and follow @PlayCleanGo #PlayCleanGoWeek

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Gardening is a great way to spend time outdoors while staying in your own backyard. Remember to #PlayCleanGo and clean your gardening tools between uses so as to not to spread disease from plant to plant. @PlayCleanGo @HungryPests @DontMoveFirewood

La jardinería es una manera excelente de pasar tiempo en tu jardín. Recuerda comprar plantas que sean nativas para tu área y limpiar tus herramientas después de cada uso, para no propagar enfermedades entre tus plantas. #PlayCleanGoWeek @HungryPests @DontMoveFirewood @PlayCleanGo #PlantHealth

## Here's What We'll Be Sharing On Our Social Channels During PlayCleanGo Awareness Week:

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>5</b></p> <p>National Trails Day</p> <p><b>KICK OFF!</b></p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Hiking</li> <li>- Walking</li> <li>- Birding</li> </ul>	<p><b>6</b></p> <p>National RV Day</p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- RV camping</li> <li>- Firewood</li> </ul>	<p><b>7</b></p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Gardening</li> <li>- Compost</li> <li>- Weed free mulch</li> </ul>	<p><b>8</b></p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Off road vehicles</li> <li>- Trailers</li> </ul>	<p><b>9</b></p> <p>National Camping Month</p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Tent camping</li> <li>- Backpacking</li> <li>- Firewood</li> </ul>	<p><b>10</b></p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Fishing</li> <li>- Aquatic vehicles</li> </ul>	<p><b>11</b></p> <p><b>ACTIVITY</b></p> <ul style="list-style-type: none"> <li>- Horseback riding</li> <li>- Trailers</li> <li>- Weed free hay</li> </ul>	<p><b>12</b></p> <p>Get Outdoors Day</p> <p><b>THANK YOU!</b></p> <p><b>ACTIVITY</b></p> <p>Show us your get outdoors day</p>
	<p><b>Invasive post (1)</b></p> <p>Spotted Lanternfly</p>	<p><b>Invasive post (1)</b></p> <p>Jumping Worms</p>	<p><b>Invasive post (1)</b></p> <p>Cogongrass</p>	<p><b>Invasive post (1)</b></p> <p>Asian Longhorn Beetle</p>	<p><b>Invasive post (1)</b></p> <p>Hydrilla</p>	<p><b>Invasive post (1)</b></p> <p>Onionweed</p>	
<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Brush off shoes and gear</li> <li>- Brush off pets</li> <li>- Take the PCG pledge</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Inspect and scrape or spray off egg masses</li> <li>- Buy it where you burn it</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Plant native to your area.</li> <li>- Use local nurseries.</li> <li>Ask</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Brush off shoes and gear</li> <li>- Hose off equipment and trailers</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Brush off shoes and gear</li> <li>- Buy it where you burn it</li> <li>- Know the rules</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Wipe and dry before leaving</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Brush off shoes and gear</li> <li>- Weed free hay</li> <li>- Clean hooves</li> <li>- Hose off trailers</li> </ul>	<p><b>CTA</b></p> <ul style="list-style-type: none"> <li>- Take the PCG pledge</li> </ul>
<p><b>Hashtag</b></p> <p>#PlayCleanGo #NationalTrailsDay</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK #NationalRVDay</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK #Gardening</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK #NationalCampingMonth</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #DYK #HorsebackRiding</p>	<p><b>Hashtag</b></p> <p>#PlayCleanGo #NationalGetOutdoorsDay #ThankYou</p>
<p><b>Contests:</b> We'll be running contests all week long for PlayCleanGo prevention tools and a large surprise pack, so be sure to share our posts on Facebook, Instagram, and Twitter!</p>							



