

Pennsylvania Organization for Watersheds and Rivers 2019 SUCCESS STORY

By: Conemaugh Valley
Conservancy
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2019 Stony-Kiski-Conemaugh Rivers Sojourn

SUMMARY

The theme of this year's sojourn was "river rebellion" - celebrating the independent spirit of the environmental advocates that have made recreational enjoyment of this river system possible. The theme included "Dress Like a Pirate Day." Paddlers donned Pirate-ware on Saturday, which included a stop at Saltsburg's Canal Days Festival.

There were attendees from New Jersey, Michigan, Ohio, West Virginia, Virginia, Pittsburgh, Elizabethtown, Philadelphia. There were also more through-travelers than ever before, with 38 paddlers staying all 4 days! This was attributed to the use of social media marketing more aggressively than in the past. With a small organizational marketing grant that allowed them to purchase targeted Facebook outreach, resulted in more contacts with outdoor recreation enthusiasts both locally and in neighboring states.

FUNDING

Grant Award: \$1,800.00

Total Match: \$7,110.41

Total Project Cost: \$8,910.41

