

# Don't Move A Mussel Returns

If we don't do anything, we risk losing everything.

One of the biggest threats to the Okanagan is tiny. Despite their size, invasive mussels have the devastating power to severely damage our beautiful home.

That's why Don't Move A Mussel—a campaign aimed at spreading awareness about zebra and quagga mussels—is back. This time with teeth. Literally.

Picking up where past iterations left off, the latest version of the campaign is increasing urgency to help create a stronger, more resounding impact with residents and visitors. The message is clear. These small creatures are more dangerous than they look. And the risk to the Okanagan has never been higher.

We're hoping you can help spread the word—and most definitely not the mussels.

You're invited to share the materials in this kit with friends and neighbours so we can all inform visitors they might bring unwanted creatures with their watercraft.

## Who's behind the campaign?

Okanagan WaterWise is the force behind the campaign. They are the public outreach and education program of the Okanagan Basin Water Board.

Born out of a need to unify valley residents in protecting our water sources, Okanagan WaterWise is a leading voice in ensuring our natural spaces stay beautiful and accessible for generations to come.

Okanagan WaterWise also provides support to the Okanagan and Similkameen Invasive Species Society (OASISS) to extend the reach of the campaign.

## Clean. Drain. Dry.

When visitors and their watercraft arrive from other regions, they come for a good time. They might not know that they're bringing dangerous invasive species like zebra and quagga mussels with them. That's why we're sharing this message. Before splashing in our beautiful lake, everyone needs to clean, drain and dry their boats, kayaks, wakeboards, canoes and whatever else they've been dipping in other bodies of water.

## Know the risks.

Central to the messaging, DontMoveAMussel.ca is an informative campaign to help people identify risks to our lakes. Because once invasive mussels move in, it's almost impossible to get rid of them.

Our water quality will suffer. Mussels promote toxic algae and clog water intakes. They also wash up on shore with sharp shells that cut bare feet and stink with a fierce rot.

As invasive species, mussels will out-compete native species and completely change the fragile and beautiful ecology of our lake.

Your home value is at risk too. So is our entire tourism sector. Simply put, our economy is in the crosshairs of these mussels. They are dangerous—and if we don't do anything, we risk losing everything.



Pattison 20 x 10 Outdoor Signage



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Okanagan and Similkameen  
Invasive Species Society

## A sample of the campaign's creative

Below are a few examples of the creative work that will run during the campaign. We also have social media kits available with free images and prompts to help get the word out. Please share what inspires you.

### We're here. Reach out.

We need to protect our water now more than ever. With your help, we can. Call or email us if you have any questions.



Boat Inspection Checklist Graphics

# Spread the message **NOT** the mussel.

**BRINGING IN WATERCRAFT FROM OUT OF TOWN?**

To protect the Okanagan waters, you need to stop at all watercraft inspection stations on your route. Not doing so can result in a fine. Or worse, contaminating our water beyond repair.

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"Spread the message not the mussel" - story ad

#### CONTACT

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