

NEWS RELEASE

FOR IMMEDIATE RELEASE

Geneva Lake Conservancy
262-275-5700

Geneva Lake Conservancy Unveils Watershed Awareness Signs

Lake Geneva and Town of Linn, WI, April 18, 2008 – Just in time for Earth Day, the Geneva Lake Conservancy announced the installation of the first Watershed awareness signs around the lake, designed to make residents and visitors more aware of the land, which drains into and affects the health of historic Geneva Lake. The Town of Linn and Lake Geneva were the first of eight communities to approve and support this new program, which will see Watershed Signs initially installed at 39 locations designated as entry and exit points to the Geneva Lake Watershed. The Conservancy is working with all the surrounding communities to pinpoint locations that will deliver the maximum impact for watershed awareness.

“The Conservancy would like to thank the Town of Linn and Lake Geneva, as well as Fontana, the Village and Town of Walworth, and the Town of Delavan for their support of the Watershed signage program. The Conservancy is still awaiting formal approval from the Village of Williams Bay and the Town of Geneva,” said Conservancy Executive Director James Celano. “The Watershed signage program is a small step toward working not only within each community, but also with the family of communities which embrace the watershed, to find more ways to work together and educate people about the reasons and ways to protect our common watershed.”

The installation of the Watershed Signs is the second phase in the Geneva Lake Conservancy’s Watershed Education Program. This program is designed to educate our neighbors in Lake Geneva, Town of Linn, William’s Bay, Fontana, Walworth, Town of Walworth, Town of Delavan, and Town of Geneva, as well as their visitors, about the sensitive nature and importance of the Geneva Lake Watershed (the 13,121 acres that drain into Geneva Lake).

In addition to a grant from the Gaylord and Dorothy Donnelley Foundation, many community citizens have made donations to the Geneva Lake Conservancy to enable the Conservancy to create this signage program. Major donors to the signage program will be recognized with a formal plaque at the Conservancy’s headquarters at the historic Mill House in Fontana. Additional donations are still needed and welcome, not only for the signage program, but also for the now-developing community educational program for local schools, civic groups and governments. For more information, please do not hesitate to contact the Conservancy at (262) 275-5700. Donations can be mailed to Geneva Lake Conservancy, P.O. Box 588, Fontana, WI 53125.

The Geneva Lake Conservancy is a registered 501(c)3 sponsored solely by donations and community volunteers.