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Shoal Creek Conservancy Launches #Stewards4Shoal Campaign for the Shoal Creek Watershed

Austin, Texas - Today, Shoal Creek Conservancy, in partnership with The Meadows Center for Water and the Environment at Texas State University, launched a new #Steward4Shoal community engagement campaign designed to raise awareness about the importance of watershed health and encourage local action to conserve the Shoal Creek Watershed.

The #Steward4Shoal campaign is part of a multi-year project to develop a Shoal Creek Watershed Action Plan, which is funded in part by the Texas Commission on Environmental Quality (TCEQ) through a United States Environmental Protection Agency (EPA) Clean Water Act grant and the Still Water Foundation. The Action Plan is a partnership project of the City of Austin Watershed Protection Department and community stakeholders.

“We all have a responsibility to keep Shoal Creek beautiful and healthy,” said **Joanna Wolaver, Executive Director of Shoal Creek Conservancy**. “Creating this campaign is a fun and engaging way to bring the community together as we work to develop a plan to create a resilient, healthy and safe waterway.”

Shoal Creek spans 11 miles from downtown Austin to the Domain, north of Highway 183. The Shoal Creek watershed, the geographic area where all water eventually drains to Shoal Creek, covers an area of 13 square miles. It is one of the most developed and densely populated watersheds in the Austin area. Twenty-seven percent of the watershed is located in the Edwards Aquifer Recharge Zone, which allows water to flow into the Aquifer and feed local springs.

“It is important for us to keep Shoal Creek healthy because these recharge zones can significantly impact the quality of our groundwater,” **Wolaver** said. “We all benefit from clean water – and we all have a role to play to keep our creeks, rivers, lakes and groundwater clean.”

The Campaign encourages Austin residents to become a #Steward4Shoal. “You can get involved by taking a video or picture of yourself at Shoal Creek, along with a description about why the watershed is important to you and use the hashtag #Stewards4Shoal to document your post on any social media outlet,” added **Wolaver**.

Through #Stewards4Shoal, the Shoal Creek Conservancy will engage the public in a variety of settings, including community events, social media and by developing a series of video public service announcements. Visit www.shoalcreekconservancy.org/watershedplan to learn more.

Shoal Creek Conservancy is a 501(c)(3) nonprofit organization that champions the 13-square-mile Shoal Creek watershed and the creek and trail running through it. The Conservancy engages in thoughtful public-private partnerships, leads fun and meaningful educational programming, and spearheads on-the-ground improvements that make Shoal Creek and the Shoal Creek Trail safer, more accessible, and more inspiring places to be. Learn more at www.shoalcreekconservancy.org.

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