### Water Education Programs

# Mesa County Water Association

Coordinator: Hannah Holm

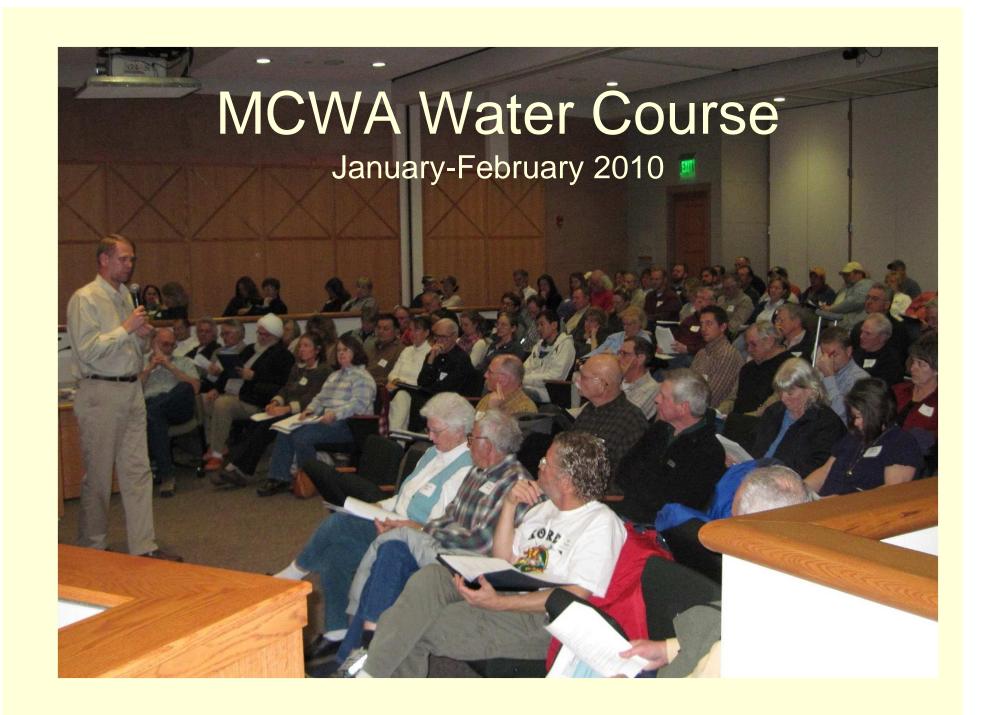
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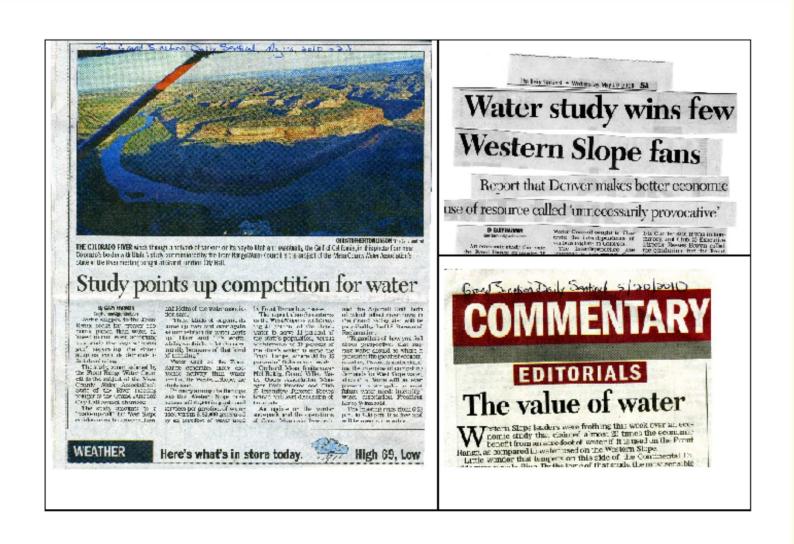








## Press Clips from 2010 Mesa County State of the River Co-Sponsored with the Colorado River District



























#### Keys to success:

- Compelling program with broad appeal
  - For turnout
  - For press coverage

#### Partnerships

- For program development
- For turnout
- For support

#### Marketing

- Targeted email lists
- Going "viral"
- Press outreach

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