

Clean.Drain.Dry in the Upper Gallatin

*A cooperative educational project led by the
Gallatin Invasive Species Alliance.*



Project Partners |



The Upper Gallatin Watershed encompasses some of the most ecologically and economically important resources in our county, which provide vital habitat and water for fish, plants, wildlife, and the people who live and recreate in the area.



Aquatic invaders have yet to be found in the Upper Gallatin Watershed; however, the introduction and spread of aquatic invasive species (AIS) or other destructive pathogens could have a catastrophic effect on the fisheries, watershed health, and economy of the area.

Since 2016, the Gallatin Invasive Species Alliance has led the effort to promote "Clean.Drain.Dry.", seeking to reach residents and the increasing number of visitors with the clean recreation message and build upon Montana's conservation ethos. This project aims to prevent the spread of AIS due to human activity in the Upper Gallatin Watershed.

2022 Projects

Highway 191 Billboard

Funded by a grant from the Department of Natural Resources and Conservation, the Alliance installed a billboard along Highway 191 from May 11 through August 30.



807,708 impressions over the 3+ month period.

Print Media

The Alliance created and placed Clean.Drain.Dry ads in the following media outlets that reached local, regional and national readers/viewers.

Bozeman Chronicle
Cast Magazine
Explore Big Sky
Mountain Outlaw
Outside Bozeman

2,225,500 impressions in 2022.



Video Promotion

79,914 views on social media.



In 2021, the Alliance produced an inspiring and educational short video, "Clean.Drain.Dry. for the Gallatin." In 2022, the video was shared via Town Crier E-Newsletters and social media (facebook and instagram) pages of Explore Big Sky and Gallatin Invasive Species Alliance to inspire all who fish and recreate on the Gallatin to protect our waters.

Clean.Drain.Dry. Promotional Items

The Alliance distributed Clean.Drain.Dry. promotional items at our two annual weed pulls, youth education events, to our partner nonprofits, local outdoor and fly fishing shops, at the weekly Big Sky Farmer's Market, and more! Items were also featured in social media posts to further spread the clean recreation message.

42 Tumblers



300 Stickers



100 Carabiners



1,000 Coasters

