



CLEAN.DRAIN.DRY

A cooperative educational campaign led by Grow Wild.

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, Grow Wild 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.



2023 EFFORTS



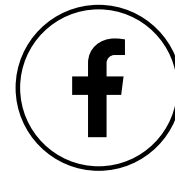
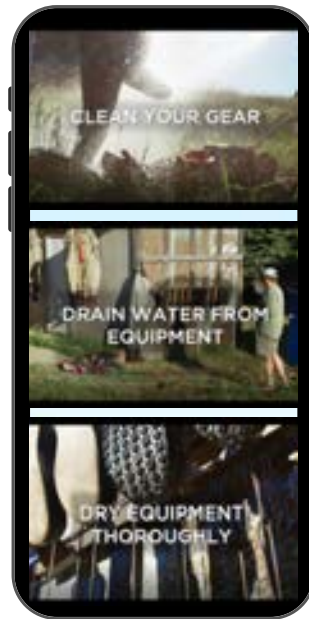
Gallatin Canyon Signs

New faces were installed on our Gallatin Canyon Signs along Highway 191. The first is located at the mouth of the canyon, the second near Storm Castle.

6,507,000 impressions over a 12 month period.

Video Promotion

In 2021, Grow Wild produced an inspiring and educational short video, "Clean.Drain.Dry. for the Gallatin." In 2023, the video was promoted on social media (facebook and instagram) pages of Explore Big Sky and Grow Wild to inspire all who fish and recreate on the Gallatin to protect our waters.



144,932 views on social media.

Print Media

Grow Wild created and placed Clean.Drain.Dry ads in the following media outlets that reached local, regional and national readers.

2,525,200 impressions in 2023.

Bozeman Chronicle
Cast Magazine
Explore Big Sky
Mountain Outlaw
Outside Bozeman





2023 EFFORTS

Clean.Drain.Dry. Promotional Items

Grow Wild 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! Clean.Drain.Dry. coasters were distributed to 41 local breweries, bars and restaurants. Items were also featured in social media posts to further spread the clean recreation message.

68 Mugs



250 Stickers



200 Carabiners



9,000 Coasters





2023 EFFORTS

Grow Wild's Education Trailer

In 2023, Grow Wild built an education trailer!

The purpose of the trailer is to engage and educate the public on invasive species and their impacts on the ecosystem. The interactive education trailer will include information, graphics, and other materials related to:

1. Terrestrial & aquatic invasive species
2. Clean recreation practices (Clean.Drain.Dry. and PlayCleanGo)
3. Crail Garden and landscaping with native plants

The education trailer was used at community events, youth education events, and farmers markets, and proved to be an incredible asset to our outreach efforts!

Our education trailer was used at 40 events, educating 586 kids, and 1,129 adults!

