



CLEAN. DRAIN. DRY.

A cooperative educational campaign led by Grow Wild.

The Upper Gallatin Watershed is home to some of the county's most ecologically and economically vital resources, offering essential habitat and water for fish, plants, wildlife, and the communities that 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 health of the local watershed and the fisheries it supports.



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.



Project Partners



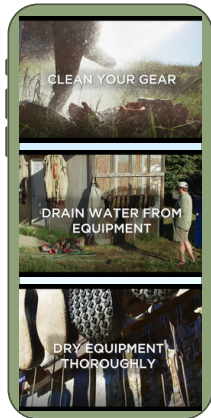
Gallatin Canyon Signs

Gallatin Canyon signs along Highway 191 continue to inform both residents and visitors. One sign is located at the canyon's entrance, and the other near Storm Castle.

9,490,000 impressions over a 12 month period.



109,702 views through Grow Wild's social media.



Video Promotion

In 2021, Grow Wild created the informative video *Clean.Drain.Dry.* for the Gallatin.

In 2024, the video was shared on the Facebook and Instagram pages of Explore Big Sky and Grow Wild, encouraging everyone who fishes or recreates on the Gallatin to help protect its waters.

Print Media

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

Big Sky Journal · Bozeman Chronicle · Cast Magazine
Explore Big Sky · Outside Bozeman · Visit Big Sky



1,237,500 impressions.

Clean.Drain.Dry. Promotional Items

Grow Wild distributed *Clean.Drain.Dry.* promotional items at annual weed pulls, youth education events, partner nonprofits, outdoor and fly fishing shops, the Big Sky Farmer's Market, and more. Coasters were also provided to 32 local breweries, bars, and restaurants, with social media posts amplifying the clean recreation message.

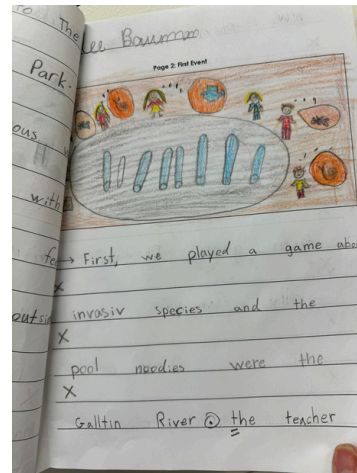
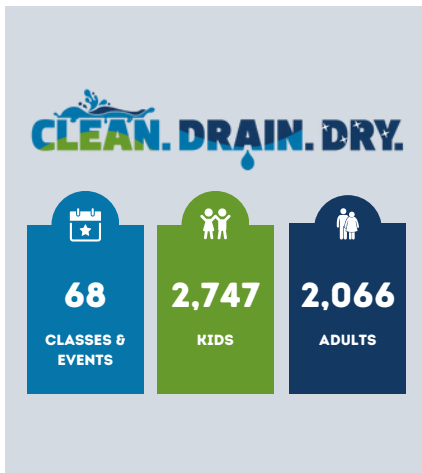
Coasters · Dry Bags · Fish Carabiners · Stickers
Temporary Trout Tattoos · Water Bottles

10,954 items distributed!



Education & Outreach

We actively promote clean recreation practices to safeguard our waters during our events wherever possible. By educating participants and providing actionable tips, we aim to inspire a collective effort toward preserving the health and beauty of our waterways for future generations.



Educational Art

We created engaging materials to amplify the *Clean.Drain.Dry.* message.

Realistic paper models of two aquatic invasive plants, curly leaf pondweed and eurasian watermilfoil, were added to the front art display in our education trailer, complementing the existing collection of paper noxious weeds and native wildflowers.

We partnered with artist Hawlii Pichette of Urban Iskeww to create a conservation-themed coloring book for kids. Her stunning artwork aims to raise awareness about our ecosystem and inspire children to protect and preserve it.

