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FOR IMMEDIATE RELEASE

Governor Proclaims July as Lakes Appreciation Month in Missouri

[Kimberling City, Missouri] – July has officially been proclaimed Lakes Appreciation Month in Missouri, thanks to efforts led by regional nonprofit H2Ozarks. The proclamation, issued by Governor Mike Kehoe, recognizes the vital role lakes play in Missouri’s environment, economy, and way of life.

Lakes Appreciation Month was first established in July 1998 by the North American Lake Management Society (NALMS) to highlight the importance of lakes and encourage public appreciation and stewardship. H2Ozarks has championed Missouri's proclamation of Lakes Appreciation Month since 2023 to increase awareness of the importance of water quality in our lakes.

“From drinking water and recreation to wildlife habitat and tourism, Missouri’s lakes are among our most valuable and beloved natural resources,” said Carin Love, CEO at H2Ozarks. “We appreciate the Governor’s recognition of these important resources and encourage all Missourians to take time this month to reflect on how they can give back and protect our lakes.”

Missouri is home to over 300 lakes, including major hubs of tourism like Table Rock Lake, Bull Shoals Lake, and Lake of the Ozarks. These water bodies support millions of visitors each year and provide essential ecological services. However, lakes across the state face ongoing threats from nutrient pollution, sediment runoff, invasive species, and shoreline

development. These challenges can be overcome with the right planning and tools, ensuring Missouri communities and towns continue to thrive alongside our beloved natural resources. By choosing to develop and manage our lands sustainably, responsibly, and wisely, we can protect water quality while still supporting thriving communities and a strong economy.

To read the proclamation or learn more about celebrating Lakes Appreciation Month, visit <https://www.H2Ozarks.org/our-events>.

About H2Ozarks

H2Ozarks is a nonprofit organization protecting water quality in the Ozarks of Arkansas and Missouri. Since 2001, our mission has been to foster community action through education, outreach, research, and public policy. Our work empowers long-term water quality improvements through public engagement and science-based strategies.