

# 2007 AWQA Day Media Exposure

*The 2007 AWQA Day program saw a lot of exciting media exposure: we were proud to acknowledge our sponsors on displays and test kits.*



The AWQA Day program was advertised this year at 5 teacher's conventions and 4 educational workshops. We were also represented at 12 other water quality related events across the province. For instance, the program was on display at the Pigeon Lake Farmer's Market, with more than 1000 people in attendance! At school events, like the Westminster School 'Evening for Water and Silent Auction,' the program reached a large youth and parent audience about the importance of caring for our waterbodies.

AWQA Day was proud to have exposure this year on  
**GLOBAL TV NEWS**  
reaching millions of viewers!

The program was featured in 6 newsletters and 5 newspaper articles: including a feature in the Edmonton Journal reaching nearly one million readers! We were interviewed about water quality concerns on 2 radio shows, such as 'Call of the Land' – a radio program by Alberta Agriculture reaching over 110,00 listeners daily.

*We are honoured to acknowledge our sponsors in AWQA Day media exposure. Without you our program would not be possible! Thank you 2007 Sponsors.*