



RIVER ALLIANCE
of Wisconsin

Midwest Environmental
A D V O C A T E S
pro bono publico

The Northwoods Hundred Healthiest Rivers Campaign **Keeping Northern Wisconsin Clean and Healthy for the Future**



We all know that Wisconsin is wealthy in water. It is the source of our natural heritage, the legacy we will leave to our children, and the backbone of our \$11.7 billion tourism economy.

Nowhere is this rich resource more on display than in Wisconsin's northwoods.

What is the Northwoods Hundred Healthiest Rivers Campaign?

The Hundred Healthiest Rivers Campaign is a coalition of 44 conservation groups working to protect northern Wisconsin's most pristine waters by petitioning the Natural Resources Board to classify up to 433 river segments in northern Wisconsin as Outstanding or Exceptional Resource Waters. The Bad River, Lac du Flambeau, and Lac Courte Oreilles tribes have also supported the Campaign by enacting formal resolutions of support.

Outstanding or Exceptional Resource Waters – The Best of the Best

An Outstanding or Exceptional Resource Water classification gives Wisconsin the authority to limit pollution from:

- grading and dredging on river banks,
- sewage and industrial sources of pollution and
- depletion by high capacity groundwater wells.

Clean Water = Healthy Northern Economies

The Hundred Healthiest Rivers Campaign means clean rivers and strong local economies.

- A DNR study found that tourism activities in Marinette County, which has the highest number of Outstanding and Exceptional Resource Waters in the state, generated \$42.7 million and 1,135 full time jobs.¹
- Outstanding and Exceptional Resource Water designations help shape and pace development to minimize the impacts on our healthiest rivers. This planning allows communities to make smart development decisions.
- A clean environment and a healthy place for families is priceless, and results in a high standard of living that encourages employers to keep bringing jobs to Wisconsin.

Our Clean Water Legacy

Our waters belong to all people of Wisconsin, and it is our responsibility to make sure that future generations can enjoy northern Wisconsin's rivers just as we do now. Outstanding and Exceptional Resource Waters are in need of special attention now to keep our clean water legacy alive.

For More Information – <http://www.midwestadvocates.org/archive/northernrivers/index.htm>

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¹ Wisconsin Natural Resources Board, *Outstanding and Exceptional Resource Waters: Analysis of Effects on Marinette County, WI, 6 (1995).*