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**FOR IMMEDIATE RELEASE**  
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**Conservationists Testify in Support of Protecting  
Pristine Rivers, Property Values, and Northern Wisconsin Tourism**

**MADISON** – Today, conservationists turned out to a public hearing in Madison to express their support for the Wisconsin Department of Natural Resources (“DNR”) proposal to add protections for 42 river segments in northern Wisconsin.

The DNR has proposed to protect those river segments in response to a formal petition submitted by 44 statewide and local conservation groups based on their valuable fisheries, unique hydrologic or geologic attributes, outstanding recreational opportunities, or their unique environmental settings.

Twenty two of the conservation groups are located in northern Wisconsin and are working to keep rivers and lakes pristine, protect property values, and ensure the continued viability of Wisconsin’s \$11.7 billion tourism industry. Other statewide groups support their efforts because they recognize the importance of clean water. In addition, four tribal governments have enacted formal resolutions in support of the DNR’s proposed rules.

No one testified in opposition to the rules during the DNR hearing.

“Clean Wisconsin is one of the original organizations that signed onto this petition, and we support the DNR’s recommendations to protect these special rivers,” said Will Hoyer, a water specialist with Clean Wisconsin. “And, I am happy to note that a section of the Elk River in Price County that is very special to me is proposed for protection. My grandfather used to take me fishing there when I was young, and I hope to take my kids and grandkids there someday, too.”

“These pristine rivers are not just for us or just for today – they represent what we owe to our future generations,” Hoyer added.

The conservation groups filed the petition on August 17, 2004 and called on the DNR to protect at least 100 northern river segments as Outstanding Resource Waters or Exceptional Resource Waters. These designations do not prohibit development, but may require additional oversight for activities that may pollute and degrade these still pristine waters. The DNR denied the petition with respect to 60 rivers, and granted the petition with respect to approximately 40 of the rivers.

“The goal is to keep clean water clean and not allow these rivers to be destroyed, little by little, by pollution,” said Lori Grant of the River Alliance of Wisconsin, a statewide river advocacy organization comprising 160 local watershed groups and 2,200 members across Wisconsin. “The federal Clean Water Act, enacted almost 35 years ago, requires states like Wisconsin to limit pollution into high quality pristine rivers and lakes. The

facts show that these 40 rivers are exactly the kind of high quality waters for which the Clean Water Act demands protection, and the DNR must move forward in order to comply with this federal law,” Grant continued.

In 1995, the DNR and Marinette County Land and Water Conservation Department conducted a study of the economic impacts of designating rivers as Exceptional or Outstanding Resource Waters, and found that those designations contributed significantly to the tourism and economy and property values.

Specifically, the 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. To read a copy of the study, go to <http://www.midwestadvocates.org/archive/northernrivers/index.htm>.

“The facts show that protecting these northern rivers will add to property values, protect treaty rights for tribes, promote tourism, and improve quality of life,” said Andrew Hanson, a staff attorney with Midwest Environmental Advocates, a nonprofit environmental law center who worked with the River Alliance and other petitioners to draft the formal request that DNR protect these rivers.

To view a list of the rivers for which the 44 conservation groups have petitioned the DNR to protect, visit <http://www.midwestadvocates.org/archive/northernrivers/index.htm>.

*Note: See next two pages for additional information.*

## **FAST FACTS**

### **The Northwoods Hundred Healthiest Rivers Petitioners:**

Friends of the Jump River  
Vilas County Lakes Association  
Douglas County Association of Lakes and Streams  
Burnett County Lakes and Rivers Association  
Bayfield County Lakes Forum, Inc.  
Washburn County Lakes & Rivers Association  
Rusk County Waters Alliance  
Price County Waterways Association  
Protect Our Wolf River  
Lake Superior Alliance  
Wolf River Chapter of Trout Unlimited  
Environmentally Concerned Citizens of the Lakeland Area  
Balsam Branch Partnership  
Petitioner Friends of the Prairie River  
Petitioner Lake Superior Greens  
Northern Thunder  
Save Our Unique Lands .  
Upper Chippewa River Basin Partner Team  
Lower Chippewa River Basin Partner Team  
River Alliance of Wisconsin  
Midwest Environmental Advocates, Inc.  
Wisconsin Resources Protection Council  
Wisconsin Wildlife Federation  
Nature Conservancy  
Wisconsin Association of Lakes  
Wisconsin Wetlands Association  
Wisconsin Council of Trout Unlimited  
Clean Wisconsin  
Sierra Club – John Muir Chapter  
Gathering Waters Conservancy  
Sierra Club River Touring Section  
Izaak Walton League of America - Wisconsin Division  
Wisconsin League of Conservation Voters,  
Mining Impact Coalition of Wisconsin  
Wisconsin Waterfowl Association  
Wisconsin Smallmouth Alliance  
Black Earth Creek Watershed Association's ("BECWA")  
Citizens for Safe Water Around Badger ("CSWAB")  
Door County Environmental Council  
Plover River Alliance  
Concerned Citizens of Newport  
Friends of Lake Wingra  
Squeaky Squeegie  
Friends of the Branch River

## FAST FACTS

### Stream Segments Recommended for Listing as O/ERW

	County	Stream	Segment	Class'n
1.	ASHLAND	E FK CHIPPEWA RIVER	SEG2-3: T42N R01E S17-18 LINE TO PELICAN LAKE TO CHIPPEWA FLOWAGE	<b>ORW</b>
2.	BARRON	RED CEDAR RIVER	ORIGIN TO HWY 8 CROSSING*	<b>ERW</b>
3.	BARRON	ROCK CREEK	SEG2: ALL WITHIN BARRON	<b>ORW</b>
4.	BURNETT	CLAM RIVER	SEG2-3: CLAM FALLS FLOWAGE DAM TO CLAM LAKE TO ST CROIX RIVER	<b>ORW</b>
5.	BURNETT	N FK CLAM RIVER	SEG1: CLAM RIVER TO CTH H	<b>ORW</b>
6.	DOUGLAS	AMNICON RIVER	ALL	<b>ORW</b>
7.	DOUGLAS	MOOSE RIVER	ALL	<b>ORW</b>
8.	DOUGLAS	SPRUCE RIVER	ALL	<b>ORW</b>
9.	DOUGLAS	ST CROIX RIVER	SEG1: ORIGIN TO ST CROIX FLOWAGE	<b>ORW</b>
10.	IRON	FLAMBEAU RIVER	SEG1: TURTLE-FLAMBEAU FLOWAGE TO UPPER PARK FALLS FLOWAGE	<b>ORW</b>
11.	LANGLADE,-FOREST	SWAMP CREEK	SEGMENT BELOW RESERVATION BOUNDARY*	<b>ORW</b>
12.	LINCOLN	NEW WOOD RIVER	ALL	<b>ORW</b>
13.	LINCOLN	SPIRIT RIVER	ALL	<b>ORW</b>
14.	LINCOLN	WISCONSIN RIVER	GRANDFATHER DAM TO LAKE ALEXANDER*	<b>ORW</b>
15.	ONEIDA	SQUIRREL RIVER	ALL	<b>ORW</b>
16.	ONEIDA	TOMAHAWK RIVER	ORIGIN TO WILLOW FLOWAGE = ERW* WILLOW FLOWAGE TO MOUTH = ORW*	<b>ORW &amp; ERW</b>
17.	PRICE	ELK RIVER	HEADWATERS TO MUSSER LAKE*	<b>ORW</b>
18.	PRICE	N FK JUMP RIVER	ALL	<b>ERW</b>
19.	PRICE	S FK JUMP RIVER	ALL	<b>ERW</b>
20.	PRICE, SAWYER, RUSK	FLAMBEAU RIVER	SEG2: CROWLEY DAM TO BIG FALLS FLOWAGE	<b>ERW</b>
21.	RUSK	FLAMBEAU RIVER	SEG3: LADYSMITH DAM TO CHIPPEWA R.	<b>ERW</b>
22.	RUSK	MAIN CREEK	ALL	<b>ERW</b>
23.	RUSK	SOFT MAPLE CREEK	ALL	<b>ORW</b>
24.	RUSK	SWIFT CREEK	ALL	<b>ORW</b>
25.	RUSK	THORNAPPLE RIVER	SEG1: ORIGIN TO CTH J	<b>ORW</b>
26.	RUSK	JUMP RIVER	SEG1: HEADWATERS DOWNSTREAM TO VILLAGE OF JUMP RIVER	<b>ORW</b>
27.	SAWYER	COUDERAY RIVER	SWIFT CREEK CONFLUENCE IN T38N R8W S9 TO CONFLUENCE WITH CHIPPEWA RIVER*	<b>ERW</b>
28.	SAWYER	KNUTESON CREEK	SEG2: BELOW WISE L IN T38N R9W S36	<b>ORW</b>
29.	SAWYER	TEAL RIVER	ALL	<b>ORW</b>
30.	SAWYER	W FK CHIPPEWA RIVER	ALL	<b>ORW</b>

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\* This segment description has been modified from the original petition

31.	SAWYER, BAYFIELD, DOUGLAS, BURNETT, WASHBURN	TOTAGATIC RIVER	SEG1-3: ORIGIN TO COLTON FLOWAGE TO MINONG FLOWAGE TO NAMEKAGON R.	<b>ORW</b>
32.	SAWYER, RUSK	CHIPPEWA RIVER	DAM AT CHIPPEWA FLOWAGE TO CONFLUENCE WITH COUDERAY RIVER*	<b>ERW</b>
33.	TAYLOR	JUMP RIVER	ALL	<b>ERW</b>
34.	TAYLOR	SILVER CREEK	ALL	<b>ERW</b>
35.	TAYLOR	YELLOW RIVER	ALL	<b>ORW</b>
36.	VILAS	MANITOWISH RIVER	SEG2: ORIGIN TO ISLAND LAKE	<b>ORW</b>
37.	VILAS	TROUT RIVER	FROM TROUT LAKE TO RESERVATION BOUNDARY*	<b>ORW</b>
38.	VILAS, ONEIDA	WISCONSIN RIVER	ORIGIN TO WATERSMEET LAKE = ORW* WATERSMEET LAKE TO RHINELANDER FLOWAGE = ERW*	<b>ERW &amp; ORW</b>
39.	WASHBURN	BEAR CREEK	ALL	<b>ORW</b>
40.	WASHBURN	STUNTZ BROOK	ALL	<b>ORW</b>

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