



RIVERWORKS DISCOVERY



RIVERWORKS DISCOVERY® (RWD) IS SUPPORTED BY OVER 170 FUNDING PARTNERS. THIS HIGHLY SUCCESSFUL NATIONAL OUTREACH EDUCATION PROGRAM, ORIGINALLY DEVELOPED BY AEP RIVER OPERATIONS, WAS ADOPTED BY THE NATIONAL RIVERS HALL OF FAME AND THE NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM IN 2010. RWD IS A COORDINATED EFFORT WHICH BRINGS TOGETHER COMMUNITY LEADERS, MUSEUMS, THE FOR-PROFIT INDUSTRY, NATURE CENTERS, EDUCATORS, AND THE GENERAL PUBLIC IN RECOGNITION OF THE ROLE OUR RIVERS HAVE PLAYED AND CONTINUE TO PLAY IN OUR NATION'S FUTURE.

HOW CO-SPONSORS SUPPORT THE PROGRAM:

- Support public programming in their service areas including public festivals and events along major public waterways.
- Support outreach programs to school children at events such as water festivals, environmental days, career days, and more.
- Use internal staff or contract an educator to conduct programming.
- Award grants to non-profits to conduct programming.
- Become an annual sponsor for on-going program management support.

HOW RWD BENEFITS CO-SPONSORS:

- Engage the public by creating positive public communications regarding the role of rivers in our nation's future.
- Encouraging people to develop a personal relationship with their local waterway.
- Widen community acceptance in support of safe, healthy, multi-use rivers across the country.
- Ease of sponsorship.
- Recognition within the community.
- Who Works the Rivers career awareness webpage introduces high school and college students to career opportunities in the maritime industry.

HOW RWD SUPPORTS CO-SPONSORS:

- Supply co-sponsor with print-ready files for festival display including banners, sponsorship pennants, and supplies for hands-on activities.
- If available, loan portable lock and dam model and large scale puzzles to co-sponsors for larger events. Models are subject to availability and shipping costs.
- Hire, train, and manage contract worker, or train co-sponsor staff.
- Identify events for RWD participation and coordinate all event details including registration, logistics, materials, and presentations.
- Add co-sponsor name and logo to RWD website.
- Share public feedback with co-sponsor.

OUR MISSION:

THE MISSION OF RIVERWORKS DISCOVERY IS TO EDUCATE COMMUNITIES ABOUT THE COMMERCE, CULTURE, CONSERVATION, AND CAREERS ON THE GREAT RIVERS OF AMERICA AND THEIR WATERSHEDS.

FOR MORE INFORMATION, CONTACT:

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