MISSION:
“The mission of CURE is to focus public awareness on the Minnesota River and to take action to restore and protect the river’s water quality, biological integrity and natural beauty for all generations.”

CORE VALUES:
- Engagement
- Civility
- Sense of Place
- Stewardship
- Celebration

CURE’S HEDGEHOG CONCEPT:
OUR PASSION • OUR SKILLS • OUR ENERGY SOURCE

- Watershed Health
- Grassroots Citizen Action
- Convening & Communicating
Respectful listening between farmers, agencies, business and recreational users of the river.
The Upstream & Downstream Friendship Tour:

A New Approach to Watershed Based Civic Engagement

The Friendship Tour model:

- Recognizes the value of total community involvement and empowers the public to take an active role in watershed issues.

- Brings stakeholders together in a comfortable, open environment that encourages frank discussions and the sharing of knowledge.

- Introduces upstream farmers to downstream clean water advocates to form lasting personal and professional partnerships.

- Uses innovative yet easy to learn facilitation techniques to encourage open discussions between groups who do not normally interact.

- Starts with the premise that people are generally doing the best they can to protect water quality.

- Emphasizes the need to develop healthy relationships and lines of communication first before laws, regulations and lawsuits are imposed.
NEW APPROACHES TO WATERSHED-BASED CIVIC ENGAGEMENT

CREATE YOUR OWN UPSTREAM DOWNSTREAM FRIENDSHIP TOUR!
Learn How Fun & Friendly Upstream/Downstream dialogues & tours can excite public participation.

April 12 & 13, 2011
A 1½ Day Workshop with an opportunity to stay overnight with a Host Family in Montevideo, Minnesota
Partners Developing and Sponsoring this Pilot Workshop:

- West Central Minnesota Regional Sustainable Development Partnership
- University of Minnesota
- CURE
- The Minnesota River: Float it. Fish it. Fix it
- Center for Small Towns
- Minnesota Pollution Control Agency
- CRWP
- Cannon River Watershed Partnership
- University of Minnesota Extension
- InCommons
  supporting the courage to lead
FOOD IS PROVIDED ++ ATTENDANCE IS FREE

Pre-registration **required**: 1-877-269-2873 (toll-free)
Number of participants is limited to 80 People. Farmers especially encouraged.

For more information contact:
Patrick Moore: 320-841-1487
Lake Pepin Legacy Alliance Mike McKay: 651-308-0178

Partners in designing, promoting and sponsoring this event Include:

[Logos of various organizations]