



## 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





***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





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:**

