



WORLD FISH
MIGRATION DAY
24 OCTOBER 2020



LOVE
FLOWS

Connecting fish, rivers
and people

#worldfishmigrationday | 24 October 2020 | #happyfish



© Jeremy Shelton

What is World Fish Migration Day

World Fish Migration Day is a one day global celebration to create worldwide awareness of the importance of freshwater migratory fish and free-flowing rivers.

On World Fish Migration Day, thousands of organizations, schools, and communities organize their local events to educate and excite people about migratory fish species and our collective reliance on healthy free-flowing rivers. These events help reach students, teachers, resource managers, commercial and recreational anglers, as well as those who influence public policy that affect rivers. It is the goal of the foundation, its partners and supporters that this day reconnects people back to their rivers and the fish that inhabit them. Individual event organization and promotion is done through local initiative inspired and supported by the World Fish Migration Foundation. At the local level, the logo and central message

of World Fish Migration Day, "Connecting fish, rivers and people" will be used to connect sites around the world. The day will start in New Zealand and follow the sun around the world, ending in Hawaii.



Love Flows

On this international day of events we celebrate our love for fishes and rivers. This love flows beyond countries, across oceans, along rivers and into our hearts.

Love is expressed through our excitement of jumping into rivers, paddling through still waters, encountering fierce predators, and immersion into the mysterious underwater world. People around the world experience love in many different ways but in one way many of us are similar – we are all connected through the love we have for our environment, rivers and fishes.

Happy Fish logo is also a symbol of love signifying happy, free fish populations that thrive because of our global initiatives and support. Love helps us in our goal of **connecting fish, rivers and people.**

In 2020, we hope that the *Love Flows* theme will inspire even more to participate and show their love for fishes and rivers!

Love Flows materials are found on worldfishmigrationday.com/downloads.



“The more people we can make aware of the huge challenges faced by fish, in order to survive in the modern world, the more opportunities we have to give them a helping hand”

Jeremy Wade

Host of River Monsters & Mighty Rivers TV Series (Animal Planet/Discovery/ITV)



Happy Fish in Love!

Together for Happy Fish

The Happy Fish symbol represents the fishes that are free to migrate up and down entire river stretches to spawn, feed and carry out their lifecycles. Open swimways allow fish populations to thrive, increase and persist into the future. Through our collective love, support and restoration initiatives for our rivers, we can create even more Happy Fish! This World Fish Migration Day, the theme *Love Flows* embodies our global love of creating Happy Fish.

All organizations are welcome to use this symbol to support their endeavors of opening up and restoring rivers.

Happy Fish is traveling the world!

In 2018, the Happy Fish met Stanley the Striped Bass (pictured above). Stanley was constructed entirely of marine debris by artists Ram Papish and Elizabeth Roberts as a part of the NOAA marine debris program! Currently, Happy Fish is migrating in North America, where will Happy Fish go next? See where Happy Fish is [now](#) and [contact us](#) if you want it to come to you!



What can you do

Let's share responsibilities, find solutions and restore free fish migration together.

As a global society, we are working together to recover healthy rivers and prevent future degradation and species extinction. We work together to not only improve ecological conditions, which we owe to future generations, but also to ensure the sustenance of the millions of human lives that depend on rivers. To accomplish this brighter future, we need to start by educating people and raising awareness of

the current situation as well as finding solutions to the challenges we are facing. World Fish Migration Day 2014, 2016 and 2018 raised awareness at local, regional, national and international levels. In 2020, we want to grow our efforts to reach more people with more inspiring stories and solutions to these issues. We hope that we can celebrate more dam removals, river openings and happy fish populations.

Check out these great past World Fish Migration Day events for inspiration!



Drawing Contest

2018 Laos ©Erin Loury, FishBios



River Cleanups

2018 Turkey ©Belgin Ergül



Making Art

2018 Gabon ©Marie-Claire Paiz, TNC



Dam Removals

©Confederación Hidrográfica del Duero



Canoe/Kayak Tours

2016, USA ©Laura Wildman



School Activities

2018 USA ©Jonas Masreliez



Fish Passage Education Centers

USA ©Herman Wanningen, WFMF



Conferences or Workshops

2018 Peru ©Hernán Ortega Torres



Release Events

2018 Hungary ©Miklos Pannonhalmi

If you are unsure what to do for World Fish Migration Day you can always contact us
info@fishmigration.org

How to participate

World Fish Migration Day is free and open to everybody, it is a special day where all events are welcome.

1. Organize an event

Participating organizations will organize their own events (e.g. activity sessions, field events workshops or talks) and outreach methods, under the umbrella of World Fish Migration Day. Promotional material will be available to download from the website and can be shared with visitors. The World Fish Migration Foundation and its partners are responsible for central coordination, international publicity and maintaining the website. The events will be highlighted on the website, social media and in the press. Register events on www.worldfishmigrationday.com

3. Spread the word about World Fish Migration Day

Follow us on Facebook and Twitter to keep up to date with all the latest World Fish Migration Day activities and share the news with colleagues, friends and family. Also, be sure to spread the word about your local events and our key message to media outlets! We cannot wait to hear what you're up to and know others are excited too—please use #worldfishmigrationday and #happyfish on social media.



2014 India ©Derek Dsouza

2. Participate in a local event

Events take place around the world and details of each event are listed on the World Fish Migration Day website. Find one near you! There are a range of activities planned and participating organisations are encouraged to invite others to take part in their events.



2018 Myanmar ©Zou Lunn

4. Spread the word about Happy Fish

On www.worldfishmigrationday.com you can download all kinds of Happy Fish materials to use during your event to help spread the word and make people enthusiastic about Happy Fish. If you are posting on social media don't forget to use #happyfish and #worldfishmigrationday.



2018 Paraguay ©Itaipu Binacional

Are you ready to register your event?
www.worldfishmigrationday.com/join-wfmd



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World Fish Migration Day is also made possible with the help of hundreds of partners worldwide! Check them out on our website.