



About I Heart Estuaries

I Heart Estuaries is a national social media campaign that demonstrates local support for federal programs that benefit estuaries to Congress. **This year, it will be held February 11–14.** Through I Heart, we can raise a collective, lighthearted voice in support of estuaries and programs like the NOAA's Community Habitat Restoration, USFWS Coastal Program, NERRS, and National Estuary Programs.

I Heart is coordinated by [Restore America's Estuaries](#) (RAE), [National Estuarine Research Reserve Association](#) (NERRA), and the [Association of National Estuary Programs](#) (ANEP).

Who should participate?

You! And anyone else who loves our coasts. Please share with your friends, partners, and colleagues.

What we're asking you to do (in three easy steps)

- 1) Plan to participate. Share this guidance widely with friends, local businesses, chambers of commerce—anyone you think might participate—and encourage them to join the fun.
- 2) Get organized and inspired! You can build off our sample posts below and [graphic](#), or go your own route. Feel free to spotlight your local estuary, reach out to your local elected officials, and highlight your own success!
- 3) Get creative and have fun! If you have questions, just ask!
- 4) Don't have time to create your own content? Just retweet or copy from our pages below:

RAE: @RAEstuaries ([Twitter](#) & [Instagram](#)), @Restore America's Estuaries ([Facebook](#))

NERRA: @Estuaries4life ([Twitter](#) & [Instagram](#)) @National Estuaries Research Reserve Association ([Facebook](#))

Where can I get more information?

Visit our #IHEARTESTUARIES page here: estuaries.org/get-involved/iheartestuaries/

Sample tweets for #IHeartEstuaries 2022

Estuaries

Estuaries need everybody's love! Support @NOAA Estuarine Research Reserves!
#iheartestuaries @CommerceGov

Small but MIGHTY Estuaries make up 4% of the continental U.S. but are home to 40% of the population & 47% of the GDP! Healthy estuaries are essential to protect against climate change. #IHeartEstuaries @HouseAppropsGOP @SenateApprops @AppropsDems.

\$1 invested in enviro restoration creates \$4 econ value by enhancing tourism/fishing #iheartestuaries @HouseAppropsGOP @SenateApprops

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\$1 invested in hazards planning saves \$4 in emergency disaster spending #iheartestuaries
@HouseAppropsGOP @SenateApprops

Most of the fish you love to catch and eat spend part of their lives in an estuary! #iheartestuaries
@HouseAppropsGOP @SenateApprops.

More than 600 commercial fish species spend some part of their lives in an estuary #iheartestuaries
@HouseAppropsGOP @SenateApprops

Estuaries support 2/3 of all commercial seafood #iheartestuaries @CommerceGov @NOAAHabitat
@HouseAppropsGOP @AppropsDems @SenateApprops

For every \$1 spent on mitigation we save \$4 in emergency disaster spending. Learn more at
estuaries.org/economics #IHeartEstuaries

Estuary caucus

-The Estuary Caucus was established in 2017 to help advance coastal issues in Congress. Is your representative a member of the caucus? Encourage them to join today! #IHeartEstuaries

-Thank you to our cochairs of the Congressional Estuary Caucus for leading the charge on estuary issues in the 117th Congress. @RepBonamici @RepBrianMast @congbillposey @RepRickLarsen Encourage your coastal representatives to join the caucus today! #IHeartEstuaries

-The Congressional Estuary Caucus has led the charge on critical bipartisan issues like #bluecarbon & nature based infrastructure. @RepBonamici @RepBrianMast @congbillposey @RepRickLarsen ❤️ estuaries and they need your help! Tell your representative to join today! #IHeartEstuaries

Economics

-A recent report from @RAEstuaries highlights the importance of estuaries in our nation's economy. More than 47% of the U.S. GDP comes from Estuary Regions. Protecting these special places is critical to our future. Read more at: www.estuaries.org/economics #IHeartEstuaries

-Did you know that 40% of American's live within an Estuary? These natural resources are critical to our nation's economic prosperity and security. We must continue investing in #coastalresilience and #naturalinfrastructure to protect homes, jobs, and culture. #IHeartEstuaries

-Did you know 8 of the 10 largest cities in America are on the coasts? These cultural and economic hubs also stand to lose the most in the face of #sealevelrise and other impacts of the #climatecrisis. To mitigate the damage, we must continue investing in #coastalresilience and

-Small but MIGHTY! Estuaries make up only 4% of the continental U.S. but are home to 40% of the U.S population and 47% of the U.S. GDP! Intact, healthy estuaries and coasts are critical in the protection against the worst effects of climate change. #IHeartEstuaries

-A 2021 Report from @RAEstuaries highlights the importance of estuaries in protecting critical infrastructure. For every \$1 spent on mitigation we save \$4 in emergency disaster spending. Learn more at estuaries.org/economics #IHeartEstuaries

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NOAA

Our best defense against #climatechange is a good offense. Luckily, @noahabitat has the playbook in place to defend our most critical resources. We support full funding of critical habitat protection in the 2022 federal budget. #iheartestuaries @HouseAppropsGOP @AppropsDems @SenateApprops

.@NOAAHabitat supports restoration benefiting communities, economies, fisheries, and recreational opportunities along our coasts. #iheartestuaries

Communities, fish, wildlife, and our economy rely on intact, healthy estuaries. We appreciate the work of @noahabitat and other agencies and their efforts to restore these critical ecosystems. Learn about restoration near you here: www.fisheries.noaa.gov/resource/map/restoration-atlas #IHeartEstuaries

2021 included 20 disaster events that caused more than \$1 billion in damage & more than \$145 billion overall. We need to invest in climate ready #infrastructure to prepare our coasts. Support @NOAAHabitat restoration in the 2022 Federal budget #IHeartEstuaries (source) www.cnbc.com/2022/01/11/weather-disasters-cost-145-billion-last-year-in-the-us-says-noaa.html

Valentine's Day is all about spreading love. We love restoration and healthy coasts, thanks to @NOAAHabitat #iheartestuaries

.@NOAAHabitat Community-based Restoration = More Fish = More Jobs #iheartestuaries

Estuaries provide nurseries for young fish to eat and grow. As @NOAAHabitat restores and protects these important areas, they support fish and communities along our coasts! #iheartestuaries

Most of the fish and shellfish eaten in the US spend some or all of their life in estuaries. @NOAAHabitat's work restoring estuaries helps protect these species—and the jobs and communities they support. #iheartestuaries

EPA

The @EPAgov National Estuary Program protects and restores water quality for our communities! #iheartestuaries

NEPs support 28 critical estuary habitats across the country by involving community members in the decision making process. Support its continued success #iheartestuaries

For every dollar the @EPAgov provides, NEPs leverage \$19 in local funds to protect and improve environments, communities, and economies! #iheartestuaries

Clean water = Healthy estuaries! Both are essential for coastal tourism and vibrant, thriving coastal communities. Full funding of @EPAwater NEPs support clean water and healthy estuaries #iheartestuaries

.@EPAgov's Southeast New England Program provides over \$1M in funding each year to support H2O quality projects in RI and MA. @SenJackReed #iheartestuaries

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.@HouseAppropsGOP @SenateApprops @AppropsDems do you know which @EPAGov NEP is in your home district? Time to find out! <http://bit.ly/37ssDO4> #iheartestuaries

USFWS Coastal Program

Coastal wetlands and marshes help filter storm water and keep estuaries clean and healthy. Support the @USFWS Coastal Program! #iheartestuaries

Estuaries need love! Learn more about the @USFWS Coastal Program and give your support! www.fws.gov/coastal/ #iheartestuaries

The @USFWS Coastal Program leverages \$8 for each \$1 invested in program funds. That's a great turnaround. #iheartestuaries

About NERRS

900 miles of hiking trails and +800 access points, it's no wonder NERRs are places of refuge for people and wildlife! #IHeartEstuaries @HouseAppropsGOP @SenateApprops @AppropsDems

More than 2 million people visit @NOAA National Estuarine Research Reserves every year resulting in more than \$20M in direct economic benefit! #iheartestuaries @HouseAppropsGOP @SenateApprops @AppropsDems

Dear @rosadelauro @RepGraceMeng @RepCharlieCrist @RepEdCase @RepMarcyKaptur Support @NOAA Estuarine Research Reserves! #IHeartEstuaries_

Dear @SenatorShaheen @SenShelby @SenatorLeahy @PattyMurray @SenJeffMerkley @ChrisMurphyCT @lisamurkowski Support @NOAA Estuarine Research Reserves! #iheartestuaries

With any questions, please reach out to Rob Shane, Communications Manager at Restore America's Estuaries: rshane@estuaries.org.