

# The Faces Behind the Launch of MudUp



## Mud Monster

The Mud Monster has lived along the shores of Puget Sound for a very long time. He has remained elusive for years inhabiting the grassy shores, mud flats and rocky points of Puget Sound. But, after seeing litter, garbage and chemical runoff pollute the water, and invasive plants choke the waterways, the Mud Monster has decided to set out and do something to save his home. Meanwhile, a fun-loving group of “muddy people” formed after they heard of the Mud Monster’s plight. They want to help the Mud Monster return to his natural home. To convince the Mud Monster it will be safe for him to stay here, the muddy people have committed to help clean and restore Puget Sound shorelines. They’ve developed a plan—a fun one—that just might work. It’s called MudUp! The Mud Monster loves kids and is looking forward to working hard to assist in clean-up events that will help Puget Sound become healthy once more.

Contact: [mudmonster@mudup.org](mailto:mudmonster@mudup.org), [www.MudUp.org](http://www.MudUp.org) Sorry, monsters don’t do phones.



## Allison Rone, Miss Emerald City 2007

Allison, a Tacoma native who has lived in the Puget Sound region for her entire life, is representing the Emerald City in the upcoming Miss Washington pageant. Her interest in environmental issues dates back to her childhood when she spent summers sailing with her family in the San Juan Islands, and developed a deep appreciation to the Pacific Northwest’s unique, striking landscapes and wildlife. She plans to devote her career to environmental conservation—she is currently attending Harvard Law School and is a member of the Harvard Environmental Law Review and the Environmental Law Society. Allison hopes her work with MudUp can build excitement and awareness of this Puget Sound clean up effort both locally and on the national level.

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## *The Alliance for* **Puget Sound Shorelines**

The Alliance for Puget Sound Shorelines  
The Alliance is made up of The Trust for Public Land, The Nature Conservancy, and People for Puget Sound, all working together for the first time in an historic partnership. We have joined together to drive a massive, multi-year restoration and protection initiative around the Puget Sound shorelines. Because when it comes to Puget Sound—your Puget Sound—it’s all or nothing. And why MudUp? Okay, let’s be honest, “The Alliance for Puget Sound Shorelines” sounds, well, more than a little dull. We’re not asking for money, just some of your time. And with activities for young and old, families and weekend mud warriors, it’ll be all-out fun. Our first deadline is June 2009. By then, we’re going to try to create 10 new parks and natural areas along Puget Sound shorelines, restore 100 miles of shoreline, and protect 1,000 miles of shoreline. Sure it’ll be a marathon, but we will succeed. Because you’re going to help us. MudUp. It’s time to get dirty for the Sound.

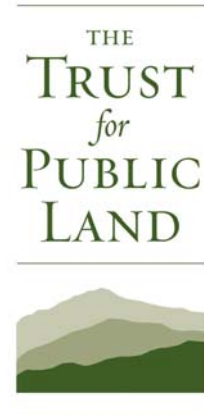
Contact: John Daly, [jdaly@shorelinealliance.org](mailto:jdaly@shorelinealliance.org), 206-948-6851, [www.shorelinealliance.org](http://www.shorelinealliance.org)

## The alliance that is bringing MudUp to the Puget Sound community...



People For Puget Sound is a citizens' group working to protect and restore the health of Puget Sound and the Northwest Straits through education and action. People For Puget Sound envisions a clean and healthy Sound, teeming with fish and wildlife, cared for by people who live here. Since 1991, People for Puget Sound has been working to achieve this vision—engaging thousands of members and volunteers in work ranging from hands-in-the-mud habitat restoration to advocacy on behalf of Puget Sound at all levels of government. [www.pugetsound.org](http://www.pugetsound.org)  
Contact: Mike Sato, [msato@pugetsound.org](mailto:msato@pugetsound.org), (cell) 206-229-2844

Conserving land for people since 1972, the Trust for Public Land has used its expertise in conservation real estate to complete more than 2,700 land conservation projects in 46 states. In Washington, TPL was a key partner on the successful protection of Turtleback Mountain on Orcas Island, preserving a signature Puget Sound landscape for generations to come, as well as the establishment of the Olympic Sculpture Park in Seattle. [www.tpl.org](http://www.tpl.org)  
Contact: Karen Macdonald, [Karen.macdonald@tpl.org](mailto:Karen.macdonald@tpl.org), (cell) 206-331-2088



The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. Since 1951, the Conservancy has been responsible for safeguarding more than 15 million acres in the United States and has helped preserve more than 100 million acres internationally. In Washington, the Conservancy has helped to protect more than 500,000 acres, including such iconic shoreline sites as Ebey's Landing and Port Susan Bay. [www.nature.org](http://www.nature.org)  
Contact: Maggie Coon, [mcoon@tnc.org](mailto:mcoon@tnc.org), (o) 206-343-4344 x385, (cell) 206-913-7854  
Jeff Compton, [jcompton@tnc.org](mailto:jcompton@tnc.org), (o) 206-436-6249

...and all the Puget Sound residents who  
visit [MudUp.org](http://MudUp.org)