



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Long Live The Kings

DATE OF AWARD: 2017 Q3

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GENERAL GOALS: Our mission is to restore wild salmon and steelhead and support sustainable fishing in the Pacific Northwest. Since our founding in 1986, we have combined innovative field work, pioneering science, broad partnerships, and sophisticated new management tools to help decision-makers advance salmon recovery while balancing the needs of fish and people.

SPECIFIC USE FOR THIS AWARD:

This award went towards programs and operational expenses.

For more information please read the attached report from Long Live The Kings.

Tulalip Cares Grant Report

Long Live the Kings

Q3 2017 14.2

Thank you for your generous contribution to Long Live the Kings' 2018 Survive the Sound campaign. With your support, we were able to bring some of the latest salmon and steelhead research to thousands of people around Puget Sound. Survive the Sound's interactive website let student and the general public pick their favorite fish and watch its epic journey through Puget Sound over a 12 day migration, all while competing with their friends. During the migration, participants received daily updates sharing the progress of their fish and a factoid about salmon and steelhead recovery with links for more information.

The campaign's outreach effort garnered approximately 10 million impressions across social, print, television, and radio media. The 20 news reports on the campaign included, [KNKX](#), [King 5](#), [Seattle Times](#), [Q13 Fox](#), [Longview Daily News](#), [Yakima Herald](#), and [the News Tribune](#). Over 1,700 members of the general public signed up to participate in Survive the Sound, and the educators who enrolled in Survive the Sound's educational program reported serving over 30,000 students. The campaign not only raised awareness of the problems facing salmon and steelhead, but showed strong signs of producing behavior change with 90% of post-campaign survey respondents reporting that they would take additional action after participating.

We look forward to refining the campaign in 2019 and reaching an even larger audience with expand educational tools. You can learn more about Long Live the Kings by visiting ltk.org or visit the Survive the Sound campaign website at survivethesound.org. To view the fish migrations, click 'login' in the upper right hand corner of the page, and log in with the email sts@ltk.org.

Campaign Images



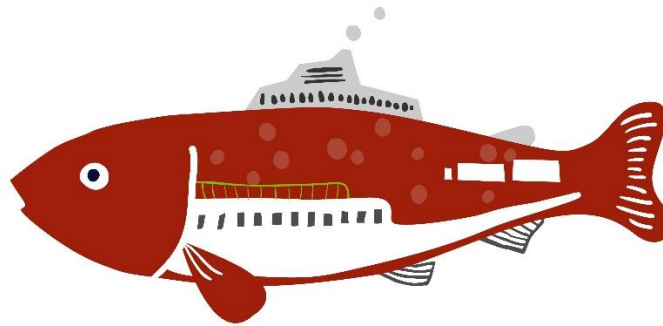
Students from Lockwood Elementary visit a local salmon stream and discuss their Survive the Sound fish.



Fifth graders from Horizon Elementary complete one of the Survive the Sound classroom activities developed in partnership with NOAA.



An online outreach graphic from this year's campaign.



Fishy McFishface

One of the fish from Survive the Sound. Sadly, Fishy McFishface didn't survive the migration.



Rainbow

A crowd favorite from Survive the Sound.