



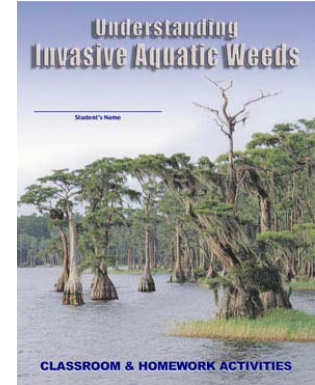
Florida Invasive Plant Education Initiative • <http://plants.ifas.ufl.edu/education>
A Collaboration of the UF/IFAS Center for Aquatic and Invasive Plants
and the Florida Fish and Wildlife Conservation Commission / Invasive Plant Management Section

January 11, 2010

For Immediate Release

It's Here! An Interactive Online Booklet about Invasive Plants – For Kids of All Ages

An on-line interactive booklet, containing helpful information and fun, educational activities about aquatic invasive weeds, was recently launched through a collaborative effort of the national [Aquatic Plant Management Society \(APMS\)](http://www.apms.org), [the Florida Fish and Wildlife Conservation Commission \(FWC\) / Invasive Plant Management Section](http://www.fwc.com) and the University of Florida/IFAS [Center for Aquatic and Invasive Plants](http://plants.ifas.ufl.edu).



The 15-page booklet, “**Understanding Invasive Aquatic Weeds**” features five of the worst aquatic weeds found in North America,* accompanied by interactive links to key concepts, terminology, illustrations, photographs, video clips, and games that help illustrate the serious problems associated with invasive plant species. The booklet is an adaptation of earlier print editions produced by the APMS. **It is currently available online at two sites: the main APMS website (<http://www.apms.org/activity.htm>) and the Florida Invasive Plant Education Initiative website: http://plants.ifas.ufl.edu/education/apms_activity.html.**

Jeff Schardt, with the APMS and FWC, spear-headed both the earlier print version of the booklet as well as this new electronic version. Over 800,000 copies of the initial print version were distributed to teachers around the country. An unknown number of copies have been disseminated as [PDF files](#) over the internet. It is anticipated this new interactive booklet will have an even greater distribution. Teachers can now utilize both versions in their efforts to inform students about the challenges we all face from invasive plants. (Note: A small number of print copies, bundled in classroom sets of 30, are still available upon request: jeff.schardt@myfwc.com.)

Others involved in this project: Amy Richard, coordinator of the [Florida Invasive Plant Education Initiative](http://plants.ifas.ufl.edu/education) assisted with graphics and text editing; [Phil Chiocchio](#), with the Ringling College of Art and Design, assisted with video editing; and Nick Burch with [Digital Three Studios](#) provided the desktop production and FLASH technology.

For more information about aquatic invasive plants: <http://plants.ifas.ufl.edu/guide/invplant.html>

For information about the Florida Invasive Plant Education Initiative: <http://plants.ifas.ufl.edu/education>

Contacts:

Jeff Schardt with FWC / Invasive Plant Management Section: jeff.shardt@myfwc.com

Amy Richard with UF/IFAS Center for Aquatic and Invasive Plants: caip-education@ufl.edu

**Five of the worst weeds found in North America and featured in the APMS booklet: hydrilla, water hyacinth, Eurasian watermilfoil, giant salvinia, and purple loosestrife.*