

Canandaigua Lake: Protecting Our Vital Resource



(An educational video/DVD funded through the RCSI and produced by Rose Films, Inc.)

Canandaigua Lake, in upstate New York, is an invaluable resource to both residents and visitors, providing drinking water to over 50,000 people, generating hundreds of millions of dollars in tourism and recreation, and influencing a tax base valued at over 750 million dollars. The water quality issues that are presently affecting Canandaigua Lake are the same problems that the rest of the Finger Lakes watersheds are currently facing or will be facing in the not too distant future.



This video tells the story of the important role the lake plays as a drinking water supply for the surrounding communities, the pressures it is currently facing, and the excellent work that has been done to raise awareness regarding protection of this important resource.

Another purpose of this video is to educate the citizens in the Canandaigua Lake watershed on steps that they and their neighbors can take as individuals to maintain the quality of their drinking water. The town of Canandaigua has experienced a huge surge in economic development over the past 10-15 years, as well as an explosion in the number of seasonal recreational users. Much of this growth has been fueled by Rochester area residents. As the widening of Route 332 is now complete, this trend will accelerate. It is important to educate this influx of new residents, as well as the long-time watershed-residents, to water quality preservation issues.



We believe you will find the Canandaigua Lake story an interesting and educational example of how homeowners, farmers, and municipalities can work together to preserve the water quality of this most important natural resource for future generations in any watershed.



This video is appropriate for community and environmental organizations, as well as both high school and college level classes. It includes information and educational materials to assist with further discussion and individual or group action. (Funding for this production came from: RCSI, the Canandaigua Lake Watershed Council, the NY Dept. of State, and AJB, longtime friend of the lake.)

For more information on RCSI or this video, please visit <http://www.rcsiweb.org>

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