



Severn Sound Environmental Association

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Severn Sound Environmental Association Receives \$295,000 in Federal Funding for Community Science Water Quality Project – *Smart Water Watch*

Port McNicoll, Ontario – The Severn Sound Environmental Association (SSEA) is proud to announce it has secured \$295,000 in federal funding over four years from the Canada Water Agency through the [Great Lakes Freshwater Ecosystem Initiative](#). This investment is part of a broader \$9.3 million national effort supporting 26 projects dedicated to protecting and restoring freshwater ecosystems across the Great Lakes region and addressing its most urgent environmental challenges.

SSEA's project *Smart Water Watch* will bring together satellite remote sensing, mobile apps, and traditional water quality monitoring methods alongside community-based science volunteers to enhance the understanding and protection of freshwater resources in the Severn Sound, including key areas such as Midland Bay, Hogg Bay, Sturgeon Bay, Penetang Harbour, and Port Severn area. As part of the established Inland Lake Monitoring Program funded by SSEA member municipalities, SSEA is planning to apply the *Smart Water Watch* framework to Little (Midland), Orr, Farlain, Bass, Maclean, and Tea Lakes.

“The Severn Sound community plays a vital role in caring for our local waters,” said Julie Cayley, SSEA Executive Director. “We are grateful to the Government of Canada for investing in the future of the Severn Sound community. This funding is critical to amplifying our member municipalities’ core support and helping us expand the impact of our work.”

Volunteers will use mobile apps and traditional tools to collect water quality data. The SSEA will use these community observations to validate publicly available satellite data, while also making participation easier, engaging more people, and enhancing traditional monitoring efforts to inform decision-making and stewardship outcomes.

“It’s inspiring to think that the data we collect right here in our community connects all the way to space,” SSEA Water Scientist Dr. Olena Volik said. “This project will strengthen our science and empower even more people to care for and protect our local waters.”

Community members, cottagers and visitors to Severn Sound are encouraged to participate and can find more information on the program and how to be involved at www.severnsound.ca or contacting the SSEA office at citizenscience@severnsound.ca

The Severn Sound Environmental Association is a Joint Municipal Service Board working on behalf of seven municipalities (Midland, Oro-Medonte, Penetanguishene, Severn, Springwater, Tay, Tiny) to protect and enhance the environmental health of the Severn Sound watershed. To learn more about SSEA and our initiatives, visit www.severnsound.ca.

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