



FOR IMMEDIATE RELEASE:

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**Are Clean & Healthy Lakes Important to Your Business?**  
*Become a LakeSmart Service Provider!*

Concord, N.H., December 22, 2020 – Partner with NH LAKES and show that your business understands the value of clean and healthy lakes to our environment, our personal well-being, and our New Hampshire communities and economy by becoming a LakeSmart Service Provider Partner!

If you offer a service that can help property owners live along the lake or enjoy the lake in a lake-friendly way, this new, limited opportunity is for you. The health of our lakes is at risk from poorly designed and managed yards, septic systems, driveways, and roadways—and much more. Pollution from these problems is making our lakes toxic to people, pets, and wildlife. Most property owners want to do the right thing to help keep the lakes they enjoy clean and healthy and they often need help of professional service providers.

Your participation in the LakeSmart Service Provider Partner Program will not only help keep lakes clean and healthy—it will increase your brand recognition, drive customers to you, and result in increased sales for your team! Lake-friendly living is good for business, and good for New Hampshire's residents, visitors, and the environment, too!

**The following service providers are invited to apply to participate in the LakeSmart Service Provider Program:**

- Architects & General Contractors & Homebuilders
- Banking & Lending & Estate Planning Institutions
- Drinking Water & Wastewater Service Providers
- Landscaping Service Providers & Suppliers
- Marine Contractors & Marine Sales
- Realtors & Property Rental Agencies

Service providers interested in becoming a LakeSmart Service Provider Partner are invited to submit an online application for consideration. The application period for the 2021 LakeSmart Program ends January 15, 2021. Learn more and apply at [nhlakes.org/lakesmart](http://nhlakes.org/lakesmart).

Established in 1992, the mission of NH LAKES, a statewide, member supported nonprofit organization, is to ensure that New Hampshire's 1,000 lakes are clean and healthy, now and in the future. To achieve its mission, NH LAKES works with partners, promotes clean water policies and responsible use, and inspires the public to care for our lakes. For more information, visit [nhlakes.org](http://nhlakes.org), email [info@nhlakes.org](mailto:info@nhlakes.org), or call 603.226.0299

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Photo 1: LakeSmart Logo