

SOAR High School and Wildwood Outdoor Adventures team to cleanup a stretch of the Wisconsin River

Reported by Tom Ewing, VCLRA

VCLRA was pleased to have the SOAR Charter High School from the Northland Pines School District involved again in a river cleanup on May 21, 2024, with the support of a local business, Wildwood Outdoor Adventures. Students and teachers from SOAR paddled along a stretch of the Wisconsin River near Eagle River, Wisconsin, picking up trash as they went.



Wildwood Outdoor Adventures, which is one of the local businesses participating in VCLRA’s Northwoods Businesses for Clean Water (NBCW) initiative, again sponsored the river clean-up event. NBCW is a partnership between lake conservationists and local businesses whose livelihood

is directly tied to our lakes and rivers. Tom Ewing, VCLRA president, notes: “the NBCW byline is *clean waters – good for business*, a reference to Vilas County’s lakes and rivers being central to our tourist-based economy.” NBCW businesses integrate lake-friendly practices into their business operations that minimize environmental impacts.

VCLRA board member Lori Brown went along for the ride and to document the event. “It was great fun and very



productive. The group gathered approximately 200 lbs. of trash that included bottles and cans, shoes and socks, a metal lawn


chair, two life vests, a propane tank, a tire, an oar, a ring of wire — A LOT!”



Wildwood graciously provided free of charge the canoes, kayaks, paddles and life vests used by the SOAR HS students and staff for the river

On a previous river cleanup outing conducted last year in the fall, much less trash was pulled from the water, although it was no less fun for the students. Ann Perry, who is a teacher leader at SOAR, indicated that the students were always happy to be involved in worthwhile projects, plus the students really enjoy this!

cleanup. Jason and Nichole Bach are co-owners of Wildwood, which offers paddling and tubing on area waters, nature and wildlife tours, gear, and operates a campground.

“We’re hoping this continues to be an annual event! I think it’s wonderful to see area youth and a local business team up to help keep our lakes and rivers amazing,” Tom adds. 

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