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**FOR IMMEDIATE RELEASE**

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**Keuka Lake Association Kicks off their Annual Membership Drive**

**March 23, 2023** – The Keuka Lake Association is the singular organization dedicated to safeguarding the pristine waters of Keuka Lake by leading community efforts in preservation, advocacy and education. The KLA helps to ensure the health and longevity of the much-loved natural resource and its surrounding watershed.

The Keuka Lake Association is a volunteer organization which touches almost every area in the collective Keuka Lake community so we are striving for record breaking membership renewals and welcoming new members.

John Hagreen, Chair of the Membership Committee said “The areas of focus for the Association include preservation and protection of water quality and control of invasive species, working with Cornell Cooperative Extension to educate the public, advocacy with governmental organizations, and enhancing quality of life within the community.

If you are committed to the health and well-being of Keuka Lake and its watershed, you belong in the KLA. There is more opportunity and need than ever to reinforce the work of the KLA and bolster its membership. When it comes to Keuka Lakefront, ownership is donorship – we are in this together – beneficiaries and stewards”

Please keep your membership up-to-date-renew now, especially, spreading the word on the important work of the KLA particularly to non-members and encourage them to join. The 2023 membership levels are:

Basic-----\$40+



Partner-----\$60+

Sponsor-----\$100+

Patron-----\$150+

Guardian-----\$250+

Champion-----\$500+

Business-----\$60+

If you want to join or renew your membership online, simply go the KLA website ([www.keukalakeassociation.org](http://www.keukalakeassociation.org)) and complete the online form. Click on "Membership Log-in" and you can access to the forms there – no password needed.

**Founded in 1956, the Keuka Lake Association, with over 1700 members, provides a unified voice for those who love Keuka Lake. Our mission is to preserve and protect Keuka Lake and its natural beauty for future generations.**