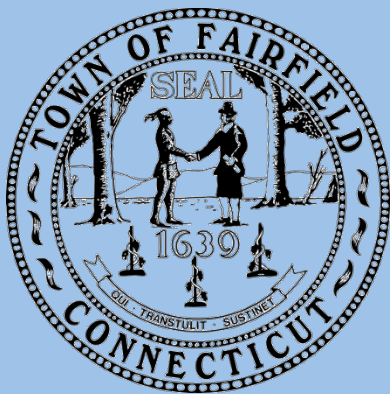


The Clam Clinic



**Town of Fairfield Shellfish
Commission**



Clam Clinic Planning

- Date Selection
- Back Up Plan for Inclement Weather or Closure
- Volunteer Recruiting
- Event Promotion
- Parking Logistics
- Clam Rakes and Supplies
- Permit Sales, Handouts & Mailing List
- Kids Activities and Prizes
- Event Logistics



Getting The Families Involved, Too!

- **peachjar** e-flyer program
- Eventbrite
 - RSVP
 - Ability to Email participants
 - Capture email addresses for mailing list
- Town Banner
- Social Media Promotion
- Local News Outlets and Online Resources
- Email Blast to Current Permit Holders



Town of Fairfield Clam Clinic

Saturday, June 20th
8:00 – 10:00 am

Rain or Shine

Sasco Hill Beach - 1401 Sasco Hill Rd

Free Event – No Shellfish Permit Required

Info: (203) 256-3071

facebook.com/fairfieldshellfishcommission • fairfieldct.org/shellfishcommission



Town of Fairfield Clam Clinic

Saturday, June 20, 2015

8:00 – 10:00 am

Sasco Hill Beach – 1401 Sasco Hill Rd



Fairfield Residents,

Please join us for two hours of fun at Sasco Hill Beach and experience the natural shellfish resources that Fairfield and the Long Island Sound have to offer. All town residents are welcome – including children. Learn clamming techniques, harvest your own clams and keep your catch.

This is a free event sponsored by the Town of Fairfield Shellfish Commission. No clamming permits are required for the clinic but permits will be sold for future use.

Event is rain or shine but please call the Shellfish Hotline to ensure Sasco Beach Shellfish Bed is open at: (203) 256-3074.

For more information contact the Fairfield Conservation Department at: (203) 256-3071.

<https://www.facebook.com/fairfieldshellfishcommission>

<http://www.fairfieldct.org/shellfishcommission>

June 2015 Fairfield Clam Clinic

Sasco Beach

Success!	Challenges
Estimated 225+ attendees	Clam rake shortage
Clams donated for take home	Held during closure
Grew mailing list and SoMe presence	Needed more volunteers
Sold out of permits on hand	Limited parking
Very positive feedback from kids and adults	
Increased awareness	

Kids At Work



Chowder To Sample







Looking Forward

- “Pop Up” Clam Clinic Program
- Add Another Summer or Early Fall Clam Clinic
- School Field Trips
- Oyster Bed Development
- Oyster Shell Collection

