

(city or organization letterhead)

FOR IMMEDIATE RELEASE (Date)

STORM DRAIN STENCILING PROJECT AIMS TO REDUCE WATER POLLUTION

This (Saturday) (INSERT DAY OR DATE), you might see a group of people painting a _____ (INSERT APPROPRIATE DESCRIPTION, i.e., “green and white”) sign on the storm drain inlets in your neighborhood. These volunteers are participating in a project to alert residents that dumping in storm drains pollutes lakes, rivers, bays and streams. The city of _____ (OR, _____ ORGANIZATION) is sponsoring this project as part of its effort to reduce nonpoint source pollution.

Much of the pollution in areas streams and lakes comes from common, every-day materials, like household chemicals, fertilizers, pesticides, gasoline, used motor oil and antifreeze and litter. These substances are washed by rainwater from our streets, yards, driveways and parking lots into storm drain inlets. Contrary to what many people think, these storm drains don't lead to wastewater treatment plants. They carry untreated storm water directly into area lakes and streams.

Deliberate dumping of hazardous materials into storm sewers makes the pollution problem worse. Motor oil is often dumped down storm drains, yet just one quart can ruin the quality of 250,000 gallons of water. Dumping oil and other hazardous substances is illegal in _____. Residents are encouraged to recycle these materials instead.

The stenciled message _____ (SAY WHAT THE MESSAGE IS) is there to remind citizens not to dump waste into storm sewers or contribute more pollutants to ordinary storm water runoff by littering, overfertilizing or sweeping yard debris into the street.

_____ (CITY OFFICIAL OR SPOKESPERSON FOR COMMUNITY ORGANIZATION) pointed out that storm drain stenciling has been used successfully in others cities to reduce nonpoint source pollution. “Every citizen has a role in preventing pollution,” he (she) said. “These kinds of projects work because they get government, volunteer groups and businesses working together to solve a common problem.”

The _____ (VOLUNTEER GROUP) will be stenciling storm drains in the following neighborhoods on _____ (DATE): _____ (LIST NEIGHBORHOODS)

Several businesses and government agencies are cosponsoring this event. They include (LIST SPONSORS, DONORS, ETC.)

For more information, call _____.