



**For Immediate Release:** May 20, 2019

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## **Stormwater Pollution Prevention Campaign - Summer 2019**

This Summer, the Colorado Stormwater Council (CSC) is promoting a stormwater pollution prevention campaign named: **“To be continued...by YOU”**. The CSC is formed by 80+ municipalities in Colorado subject to the Colorado Department of Public Health and Environment’s (CDPHE) stormwater permit requirements. We strongly believe public education and outreach is key to improving water quality in urban areas. The CSC is asking members to distribute the following information to achieve a higher public impact by coordinating delivery of this information as a group: from July 1<sup>st</sup> to September 30<sup>th</sup> 2019. Please help us spread the word about stormwater pollution prevention through your jurisdiction’s public information channels: website, Facebook, Twitter, Channel 8, etc.

### **Free Resources:**

- A) The following three 30-seconds Public Service Announcements (PSA) aim to mimic a comic book, and they call for action to our “internal hero,” primarily targeting millennials:

Download:

<https://www.dropbox.com/sh/ex1y91jbbd0bi9b/AACDJstxBcyYtMAyIXWRFfX1a?dl=0>

PSA#1 – CSC - To be continued...by you – Nutrient: <https://youtu.be/RW4hU3AjAeA>

PSA#2 – CSC - To be continued...by you – Carwash: <https://youtu.be/9ndIIIbTWpE>

PSA#3 – CSC - To be continued...by you – Storm Drain: <https://youtu.be/qlR-6IPHxf8>

B) In addition, four (4) generic 30-seconds PSA’s adapted from El Paso County are available for download at:

<https://www.dropbox.com/sh/ex1y91jbbd0bi9b/AACDJstxBcyYtMAylXWRFfX1a?dl=0>

PSA#1 – CSC – Traditional Local Program – Landscape: <https://youtu.be/ZPmSrjrJXic>

PSA#2 - CSC– Traditional Local Program – Nutrient: <https://youtu.be/3Gn4lhxdjN0>

PSA#3 - CSC– Traditional Local Program – Oil: <https://youtu.be/8Lp9j5DbrSg>

PSA#4 - CSC– Traditional Local Program – Poop: <https://youtu.be/mCFgev5CRzo>

C) PSA-Wildlife: CSC <https://youtu.be/ZdKJiQ1D2vA>

D) CSC Infographic in English and Spanish:

<https://www.dropbox.com/sh/ex1y91jbbd0bi9b/AACDJstxBcyYtMAylXWRFfX1a?dl=0>

E) Splash Infographics: Poop & Fertilizer:

<https://www.dropbox.com/sh/ex1y91jbbd0bi9b/AACDJstxBcyYtMAylXWRFfX1a?dl=0>

F) Calendar of Important Dates between July and September 2019

JULY		
Month	Lake Appreciation Month	<a href="https://www.nalms.org/lakes-appreciation-month/">https://www.nalms.org/lakes-appreciation-month/</a> You fish and play on them. You may drink from them. But do you really appreciate them? Growing population, development, and invasive species stress your local lakes, ponds, and reservoirs. All life needs water; let’s not take it for granted!
AUGUST		
Month	National Water Quality Month	National Water Quality Month in August reminds us that it takes much more than just turning on the tap to guarantee clean, potable water Learn about water quality and protect our water resources. Use #NationalWaterQualityMonth to share on social media
SEPTEMBER		
September 16-20, 2019	SepticSmart Week 2019	<a href="https://www.epa.gov/septic/septicsmart-week">https://www.epa.gov/septic/septicsmart-week</a> This annual event focuses on educating homeowners

		on the proper care and maintenance of their septic systems. Septic failures and overflows may impact water quality.
9/21/2019	World Cleanup Day	<a href="https://www.worldcleanupday.us/">https://www.worldcleanupday.us/</a> On September 21st, 2019, <b>World Cleanup Day</b> , people in 150 countries will stand up against the global trash problem and clean up waste. Get involved!
9/20-22, 2019	Clean Up the World Weekend	<a href="https://www.cleanuptheworld.org/">https://www.cleanuptheworld.org/</a> Support a local environmental action to make a world of difference.
9/18/2019	World Water Monitoring Day	<a href="http://www.worldwatermonitoringday.org/">http://www.worldwatermonitoringday.org/</a> Did you know that during the World Water Monitoring day, citizens are encourage to test four indicators of water quality: turbidity, pH, temperature, and dissolved oxygen. <b>Turbidity</b> is the clarity of water. <b>pH</b> tests the amount of acid in water. <b>Temperature</b> can be affected by runoff and land development, which often removes trees and other vegetation that provide shade to streams and ponds. <b>Dissolved oxygen</b> is the amount of oxygen in a body of water. Oxygen is critical for living things.
9/29/ 2019	World Rivers Day	<a href="https://worldriversday.com/">https://worldriversday.com/</a> Join the celebration – Plan on attending an event near you or start a Rivers Day event of your own, such as collecting trash from streams or drainage channels.

Thank you for helping us distribute the same uniform message this summer throughout Colorado.

For more information, visit <http://colorado-stormwater-council.org/>