

July 2, 2008

**For immediate release**

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## New stormwater program campaign asks 'you' to prevent pollution from ending up in washes

The greater Tucson region will begin seeing a message on TV, billboards and bus shelters starting in early July that states "Clean Water Starts With Me."

The new stormwater outreach campaign of Pima Association of Governments' Watershed Planning Department also is expected to air as part of a 30-second commercial on KVOA 4 during the opening ceremony of the 2008 Olympics in Beijing.

"We are excited to have this level of exposure as part of our advertising campaign," said Malini Banerjee, senior watershed planner for PAG. "We also believe we have developed a message that is personal and easy for people to understand regarding their role in preventing stormwater pollution."

Since Tucson rainfall occurs in sudden bursts, particularly during the monsoon season, heavy rains wash large amounts of sediment and debris such as trash, chemicals and pet waste downstream, ultimately depositing them in the fragile desert washes.

The "Clean Water Starts With Me" campaign, which will run through the middle of September, encourages people to:

1. Fix leaky vehicles
2. Pick up pet waste
3. Throw trash in receptacles
4. Use and store lawn chemicals properly

PAG, in conjunction with its Stormwater Management Working Group and member jurisdictions, plus the Arizona Department of Environmental Quality, have conducted a stormwater pollution prevention campaign annually in order to help keep area washes free of litter and other waste deposits. This campaign helps fulfill member jurisdictions' stormwater permit requirements.

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The television commercial will be aired on KVOA 4 throughout the monsoon season and "Clean Water Starts With Me" posters will be seen on billboards, bus shelters, Sun Tran bus interiors and at Pima County libraries.

Photo stills of the "Clean Water Starts With Me" posters will be shown onscreen before every movie at Loews Theater in the Foothills Mall for the months of July and August.

Additional information on stormwater pollution prevention may be found on the PAG stormwater Web page at [www.PAGstorm.com](http://www.PAGstorm.com).

*Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, air quality and water quality. Member jurisdictions include Pima County, the cities of Tucson and South Tucson, the towns of Marana, Oro Valley, Sahuarita, the Pascua Yaqui Tribe and Tohono O'odham Nation. A member of the Arizona State Transportation Board also serves as a board member. Please visit [www.PAGnet.org](http://www.PAGnet.org) for more information.*