



[City/town]
[City town address and contact information]

Contact: [name and title]
[city/town]
[phone and fax number]

FOR IMMEDIATE RELEASE

[Town Name] residents are part of the pollution solution
Marking storm drains in [Town Name] to discourage dumping

[City, Town Name], R.I. – [Date] – [Town name] residents are taking important steps to protect Narragansett Bay as part of a community service program.

On [Date], they will be marking storm drains throughout Narragansett with blue and green “Don’t Dump, Drains to Bay” labels to remind people not to dump pollutants or other materials into or near storm drains.

The project is conducted in collaboration with [Partners].

A recent survey found that many Rhode Islanders think that water entering storm drains leads to a water treatment plant. “Unfortunately, that’s usually not the case,” said [Coordinator Name], the storm drain marking coordinator at [Organization]. “People are surprised to learn that most storm drains connect directly to our local rivers, lakes, ponds and eventually Narragansett Bay.”

When it rains, water collects remnants of our everyday activities such as litter, motor oil, bacteria from pet waste, excess fertilizers and pesticides, and leaves and grass clippings. This polluted stormwater runs off hard surfaces to storm drains and then directly to local waters. Pollutants in stormwater close beaches and fishing grounds, threaten water resources, harm natural areas, and contribute to flooding.

According to [Coordinator Name], people unknowingly contribute to water pollution every day. “A simple act, such as washing your car in the driveway, fertilizing the lawn, or walking your dog could substantially damage water quality,” she said.

Among the steps [coordinator name] says can help prevent stormwater pollution are:

- Never dump, wash, or rake anything into the path of a storm drain.
- Sweep spilled fertilizers and grass clippings off sidewalks and driveways and back onto the lawn.
- Divert rooftop runoff to a rain barrel or onto the lawn rather than a driveway. Collected water can even be used for watering plants.
- Reduce the amount of fertilizers and pesticides that you apply to your lawn. It will save money, too!
- Never put hazardous household wastes down storm drains, indoor drains, or the trash. Call the Eco Depot to dispose of these wastes

www.ristormwatersolutions.org



Storm Drain Marking: Sample Press Release

know where
it goes

take simple
steps to reduce
STORMWATER POLLUTION



(401-942-1430 x 241).

- If you have a septic system, have it inspected every year, and have it pumped at least every three to five years.
- Wash your vehicle at a designated car wash or on grass—not in the driveway.
- Scoop your dog's poop. Then throw it in the trash.

For more information on how to reduce water pollution visit [Website] or contact [Contact Name and Info] to volunteer for future storm drain marking events.

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