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**Carson Water Subconservancy District Kicks Off Watershed Moments PSA Series with “Bag It”
Video Warning of Pet Waste’s Impact
on the Carson River’s Impaired Water Quality**

- The 2022 PSA series aims to reward citizens with a year’s worth of promotions and incentives to encourage improved watershed stewardship and elevate the Carson River’s water quality–

Carson City, Nev. (Wednesday, January 5, 2022) – As part of the “I am Carson River Watershed” Campaign, the Carson Water Subconservancy District (CWSD) is launching [Watershed Moments](#), a series of public service announcements (PSAs) to help engage and inform Nevadans about steps they can take to foster a healthy watershed throughout 2022. CWSD, a multi-county and bi-state agency promotes cooperative action with communities to conserve natural resources in the Carson River Watershed, is crafting monthly PSAs that will feature local Nevadans discussing a range of topics and tips for improving the health of the shared watershed. The first PSA in the series, ‘[Bag It](#),’ highlights the hazardous effect of pet waste on water quality, in particular, that the Carson River Watershed’s estimated 16,000 dogs produce about 12,000 pounds of poop daily.

“As we consider ways to better treat ourselves and our environment in the New Year, this PSA encourages us to be responsible stewards of our pets and our watershed by bagging pet waste and properly disposing of it,” said Brenda Hunt, CWSD Watershed Program Manager. “Besides being gross to step in, pet waste contains pathogens and bacteria that pollute our rivers, lakes and streams. So be a good neighbor and bag it!”

When pet waste is not disposed of properly, pollutants can seep into our groundwater and pollute our waterways, making them unsafe for swimming and fishing. Over the coming year, the PSA campaign will highlight actions residents can take at home, at work, and while out and about in the community to contribute to healthier watershed and reduce polluted runoff. Opting for a car wash instead of washing cars at home, absorbing stormwater runoff on residential properties instead of sending it down storm drains, curbing chemical use (fertilizers, insecticides, and herbicides), and picking up after pets are all personal actions CWSD says will lead to improved water quality for the Carson River Watershed.

Monthly promotional prizes will be given away to encourage watershed stewardship. January winners will receive \$100 gift cards to pet stores located around the Carson River Watershed. Upcoming prizes will include free car washes, Carson Hot Springs passes, Nevada State Parks annual passes and more. To be eligible to win, participants must watch the PSAs on social media, YouTube or the I Am Carson River Watershed [website](#), then complete the [online pledge](#) or add a photo or video of their own personal “watershed moment” in the comments section of the [Carson River Watershed](#) Facebook Page. Additionally, participants can comment and tag these “watershed moments” on Instagram using the #mywatershedmoment hashtag. Comments should highlight actions citizens take personally to help maintain a healthy Carson River Watershed.

Along with CWSD, this campaign is funded by a Clean Water Act 319(h) grant administered by the Nevada Division of Environmental Protection (NDEP). The Carson River is on the United States Environmental Protection Agency’s (USEPA) Clean Water Act Section 303(d) list of impaired waters in Nevada which is the main impetus for the “I am Carson River Watershed” campaign. NDEP’s Nonpoint Source Program (NPS), works to preserve and enhance surface waters of the State by employing watershed planning and public outreach.

“The Watershed Moments campaign helps Northern Nevadans learn how even small changes can help protect the Carson River Watershed for future generations to enjoy,” said NPS Branch Manager Birgit Widegren. “These PSAs support our mission by preserving and restoring surface water resources for the benefit of the community and the plants and animals that call this area home.”

To learn more, visit <https://iamcarsonriver.org> and follow Carson River Watershed on [Facebook](#) and/or [Instagram](#). For media inquiries, contact Rachel Gattuso, APR at rachel@gattusocoalition.com or (775) 336-9453.

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About the I AM CARSON RIVER WATERSHED Campaign:

The I AM CARSON RIVER WATERSHED campaign connects our community to the watershed they live in and asks everyone to do a few simple things to help improve the quality of our waters.

About the Carson Water Subconservancy District:

CWSD is a unique multi-county and bi-state agency promoting cooperative action with communities to conserve our natural resources in the Carson River Watershed. CWSD involves all watershed counties and communities to develop regional planning and management solutions for the watershed. CWSD Board members are elected officials, agricultural producers and citizens who represent their communities. CWSD leads the integrated watershed planning process within the following categories: water quality, floodplain protection and management, regional water supply, invasive species, river rehabilitation and stabilization, outreach and education, and recreation projects.