

Watershed Moment PSA Press Release



CARSON WATER SUBCONSERVANCY DISTRICT
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*A healthy watershed
that meets the water
needs of all users*

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Carson Water Subconservancy District Continues Watershed Moments PSA Series with their February segment - "Recycle Your Motor Oil". This video Warns of Improper Oil Disposal'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, February 9, 2022) – As part of the "I am Carson River Watershed" Campaign, the Carson Water Subconservancy District (CWSD) has launched [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 second PSA in the series, '[Recycle Your Motor Oil](#)' highlights the hazardous effect of improper disposal of motor oil on water quality that just one gallon of motor oil can contaminate over 1 million gallons of water.

"We conducted a survey of Carson River Watershed residents in 2015. When residents were asked if they dump used motor oil down the drain, about 2% of the population replied yes. That calculates to nearly 3000 people --- or potentially 3,000,000,000 billion gallons of our water being polluted, yikes!" said Brenda Hunt, CWSD Watershed Program Manager. "Although we are hopeful people are not dumping used oil down the storm drains, this PSA really brings the message home! Recycle your used motor oil and any other vehicle fluid that needs replacement to keep our rivers, lakes and streams free of these toxic pollutants!"

When used motor oil is dumped into storm drains, on the ground, or is left to leak onto hard surfaces like roads and driveways; it can seep into our groundwater, or directly enter our waterways through the storm drains and ditches. This toxic oil mobilizes during rain or wet snow events entering our waterways untreated through the stormwater system, making the water unsafe for humans and wildlife.

Over the coming year, the Watershed Moments PSAs 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. Recycling your used motor oil, 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. Three February winners will each receive one free oil change at a shop 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's [Facebook Page](#) and [Instagram Stories](#). 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) Water Quality Planning Branch. 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 of preserving and restoring surface water resources for the benefit of the community and the plants and animals that call this area home."

I am Carson River Watershed, and you are too! CWSD asks us all to do our part to protect our watershed from harmful pollutants.

To learn more, visit <https://iamcarsonriver.org> and follow Carson River Watershed on [Facebook](#) and/or [Instagram](#). For media inquiries, contact Brenda Hunt, brenda@cwsd.org 775.887.9005.

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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.

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