

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 March segment - "Use a Car Wash." This video describes the importance of washing cars at a full or self-serve car wash vs. in your driveway to improve 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, NV – 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 promoting 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 March PSA in the series, "[Use a Carwash.](#)" highlights the importance of using a full or self-serve carwash to improve water quality, instead of washing our cars at home.

When we wash our cars at home, the hose uses an average of 100 gallons or more of water! The runoff water becomes wastewater mixed with soaps, motor oils, grease, brake dust, heavy metals and other harmful contaminants that flows untreated into our stormwater systems. This untreated wastewater then flows from the stormwater system into our rivers, lakes and streams causing water quality impacts.

"Soaps commonly contain phosphates which can cause algae growth. We've all seen algae in the river! It smells bad, looks bad and as it decays, uses up oxygen that fish need to survive," says Shane Fryer, Watershed Program Specialist, CWSD. *"Soap also destroys the mucus layer on fish, exposing them to harmful bacteria and parasites."*

You can help protect the quality of our waters, by using a full or self-serve car wash rather than washing your cars, trucks, RVs, or boats at home. The water used at these facilities is cleaned and recycled. If you do choose to wash your car at home, wash it on the lawn or gravel rather than paved surfaces. This way the ground can act as a filter for the dirt and soap, lessening its impact to our waterways.

Throughout 2022, 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 that cumulatively will lead to improved water quality for the Carson River Watershed. Take our [on-line pledge](#) to show us you're committed to taking these simple, everyday actions that can really make a difference! The videos are available in Spanish or with Spanish subtitles by scrolling and clicking on the [Español button here](#).

Monthly promotional prizes will be given away to encourage watershed stewardship. Ten March winners will each receive one free car wash from Surf Thru located in the Carson River Watershed. 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](#) and/or tag three friends who live within the Carson River Watershed comments section of our [Facebook Page or Instagram Stories](#). Additionally, participants can comment and tag us @CarsonRiverWatershed on Facebook and/or Instagram using #MyWatershedMoment." Social media submissions should highlight actions citizens personally take to help maintain a healthy Carson River Watershed." Upcoming prizes will include free car washes, Carson Hot Springs passes, Nevada State Parks annual passes and more.

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! Do your 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 Shane Fryer, shane@cwsd.org, 775.887.9005.



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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