



A healthy watershed that meets
the water needs of all users

Watershed Moment PSA Press Release

CARSON WATER SUBCONSERVANCY DISTRICT
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Carson Water Subconservancy District (CWSD) continues their Watershed Moments PSA Series with May’s segment - “Explore Your Watershed.”

- 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– Carson Water Subconservancy District (CWSD) is launching our May public service announcement (PSA) in the [Watershed Moments](#) series, “[Explore Your Watershed](#).” This PSA outlines simple actions we can all take to protect the health of the Carson River Watershed and our water quality. Join Vanessa Vancour as she walks through 24 special places in the Carson River Watershed. Can you name them all?

“We’re excited to reintroduce this film as our *Explore Your Watershed - Watershed Moment!*”, said Brenda Hunt, Program Manager of the Carson Water Subconservancy District. “We surveyed our watershed community and found the majority of residents didn’t know they lived in a watershed and didn’t think their actions affected its health. This film celebrates the natural wonder of the Carson River Watershed and inspires individuals in our community to take action to improve its health and water quality”.

Throughout 2022, as part of the “I am Carson River Watershed” campaign, CWSD is launching a series of the Watershed Moments PSAs to engage and inform Nevadans about actions they can take at home, at work, and while in the community to contribute to healthier watershed and reduce polluted runoff. Take our [on-line pledge](#) and commit to taking these simple, everyday actions that can really make a difference! These 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. Participants through social media may be eligible to win two Nevada State Park passes! To be eligible to win, participants must watch the PSAs on social media, [YouTube](#) or the I Am Carson River Watershed [website](#), complete the pledge, and send in their own “Explore Your Watershed” Watershed Moment video through the 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 explore and maintain a healthy Carson River Watershed.

Your actions matter. I am Carson River Watershed, and you are too!
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.

Press:
Access to [Press Kit](#) with still photos, logos and icons.

Logo/GIF and Icon for press use:

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**EXPLORE YOUR
WATERSHED**



To promote cooperative actions with communities to protect the Carson River Watershed.
