



A healthy watershed that meets the water needs of all users

# Watershed Moment PSA Press Release

CARSON WATER SUBCONSERVANCY DISTRICT  
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## For Immediate Release: June 8, 2022

### **Carson Water Subconservancy District (CWSD) continues their Watershed Moments PSA Series with June’s segment - “Promote Pollinators.”**

- 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 June public service announcement (PSA) in the [Watershed Moments](#) series, “[Promote Pollinators](#)” to celebrate pollinator month! This PSA outlines simple actions we can all take to protect and promote pollinators, important animals that benefit the health of the Carson River Watershed.

"Pollinators are magical creatures that are key to a thriving and healthy watershed. Did you know these amazing critters are responsible for a third of every bite of food we consume? Without pollinators say goodbye to many fruits, vegetables, and flowers, said Lyndsey Boyer, Carson City Open Space Manager. “You can promote pollinators in your own yard by growing native flowering plants and curbing your use of pesticides. Native plants are beautiful and use less water! Misuse of pesticides can kill bees, butterflies and other pollinators, as well as contaminate our groundwaters, rivers, lakes and streams."

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! The pledge and videos are available in Spanish by scrolling and clicking on the [Español button here](#).

This month’s prizes to promote pollinators is packets of native plant seeds and/or a bag of Full Circle Compost. 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/or tag a friend. Additionally, participants can comment and tag us @CarsonRiverWatershed on Facebook and/or Instagram using #MyWatershedMoment and show us the actions you’re taking to promote pollinators in the Carson River Watershed.

Our partners at [Carson City](#) and [Douglas County Cooperative Extension](#) are also celebrating pollinator month in June. Follow links to an array of activities! 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](mailto: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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PROMOTE POLLINATORS



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

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