



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 July’s segment - “Recreate Responsibly.”

- 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 July public service announcement (PSA) in the [Watershed Moments](#) series, “*Recreate Responsibly*,” a timely subject matter given the various trails and campgrounds available in the Carson River Watershed for summer fun! This PSA informs viewers on how to do their part in helping our recreational areas stay healthy for many summers to come by properly disposing of their waste in sanitary dump stations and trash cans.

“July- it’s the peak of summer, and warm temperatures and beautiful days make you want to go hang out in the great outdoors with family and friends. Did you know that over 50% of America’s lakes and streams are too polluted for fishing, swimming, and drinking?” said Kim Zuch, Parks Interpreter - NV State Parks, *“Unless we all do our part to recreate responsibly and keep our recreational areas clean, some of our favorite weekend vacation destinations won’t be postcard-worthy much longer.”*

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 [online pledge](#) and commit to taking these simple, everyday actions that can really make a difference! The pledge and videos are available in Spanish clicking on the [Español](#) button [here](#).

Participants in this month’s prize giveaways should keep an eye on our social media campaign for details on the prizes to be given away. 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 tag a friend. Additionally, participants can direct message and tag us @CarsonRiverWatershed on Facebook and/or Instagram using #MyWatershedMoment and show us the actions you are taking to recreate responsibly in the Carson River Watershed.

This campaign is funded by CWSD and a Clean Water Act 319(h) grant administered by the Nevada Division of Environmental Protection (NDEP) Water Quality Planning Branch. NDEP’s Nonpoint Source Program (NPS), works to preserve and enhance surface waters of the State by employing watershed planning and public outreach.

I am Carson River Watershed, and you are too! Do your part to recreate responsibly and keep our watershed healthy!

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