



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 August’s segment - “Stop Invasive Species in Your Tracks.”

- 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 August public service announcement (PSA) in the [Watershed Moments](#) series, “[Stop Invasive Species in Your Tracks](#),” that highlights those pesky invasive species that cling to us, our pets, and our recreational equipment when we are out enjoying the summer sun. This latest PSA reminds viewers that taking simple actions like washing weeds off our equipment, brushing seeds off our shoes, and reporting noxious weeds when we see them, we can all stop invasive species in our tracks. Taking these actions while recreating will keep our watershed healthy and beautiful!

“Invasive species are a challenge because they can unwittingly be spread by people, pets and vehicles. Once introduced to a new area, invasives can out compete native species and harm the local ecosystems - including our rivers, lakes, and streams,” said Shane Fryer, CWSD. “If we all remember to clean clothes, pets, boats and vehicles after recreating and report any suspiciously weedy vegetation to the [Nevada Department of Agriculture](#), we’ll do our part to keep invasive species in check.”

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](#).

Everyone can win an I Am Carson River Watershed Sticker, a packet of native flower seeds, or a NV Noxious Weed Identification Guide. To be eligible, participants must watch the PSA 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 “Stop Weeds in Your Tracks!” 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 stop invasive species in your tracks!

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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**STOP INVASIVE SPECIES
IN YOUR TRACKS**



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