**Watershed Moment PSA Press Release**



*A healthy watershed that meets the water needs of all users*

**CARSON WATER SUBCONSERVANCY DISTRICT**

**777 E. William Street, #209, Carson City, NV 89701**

**775/887- 9005, FAX 775/887-7457**

**Contact: Brenda Hunt**

**brenda@cwsd.org**

**www.cwsd.org**

**For Immediate Release: September 15, 2022**

**Carson Water Subconservancy District (CWSD) continues their Watershed Moments PSA Series**

**with September’s segment - “Make Your Yard A Sponge.”**

*- 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 September public service announcement (PSA) in our [Watershed Moments](https://iamcarsonriver.org/) series, [“Make Your Yard A Sponge,”](https://youtu.be/UazMGS4BMqI) that highlights urban landscaping tips to use stormwater and sprinkler water as a resource and limit polluted runoff. This latest PSA reminds viewers that taking simple actions like diverting your gutters downspout to landscaping, covering bare ground with mulch and plants, directing sprinklers away from pavement, adding rain barrels, and creating landscaping depressions captures and absorbs water. This helps everyone save water, save money, and stop pollution right at home, and bonus, your yard will be happier!

*Polluted runoff is the number one impact to water quality in our watershed”, said Brenda Hunt, Carson River Watershed Program Manager. "As rain, snowmelt and sprinklers run off our yards, they pick up pollutants that travel toward storm drains and ultimately, the river. By taking actions that make your yard a sponge, runoff slows down, spreads out and sinks in, using this precious resource, and limiting pollution.”*

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](https://docs.google.com/forms/d/e/1FAIpQLSdU7MyffiroXAbyh5Z-ADw4-68HX7SobPzRH_6s80Tb-GvVjw/viewform) 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](https://iamcarsonriver.org/).

Be on the lookout for our social media giveaway! To be eligible, participants must watch the PSA on social media, [YouTube](https://youtu.be/ZOLxCx6PF-w) or the [I Am Carson River Watershed website](http://iamcarsonriver.org/), complete the [pledge](https://docs.google.com/forms/d/e/1FAIpQLSdU7MyffiroXAbyh5Z-ADw4-68HX7SobPzRH_6s80Tb-GvVjw/viewform), 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 [“Make Your Yard A Sponge!”](https://youtu.be/UazMGS4BMqI) 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. NDEPs 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! [*Make Your Yard a Sponge*](https://youtu.be/UazMGS4BMqI) and stop polluted runoff right at home!

To learn more, visit <https://iamcarsonriver.org> and follow Carson River Watershed on [Facebook](https://www.facebook.com/carsonriver/) and/or [Instagram](https://www.instagram.com/carsonriverwatershed/). For media inquiries, contact Brenda Hunt, brenda@cwsd.org, 775/887-9005.

A picture containing icon

Description automatically generated**Press:**Logo

Description automatically generatedAccess to [**Press Kit**](https://www.cwsd.org/whats-happening/press-releases/i-am-carson-river-watershed-campaign-watershed-moments-press-kit/) with still photos, logos and icons.

**Logo/GIF and Icon for press use:**

**###**