



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

Watershed Moment PSA Press Release

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Carson Water Subconservancy District (CWSD)'s New "Pitch In" PSA Highlights Changing Littering and Recycling Habits Improves Watershed Health

- "Pitch In" timed to encourage Nevadans to avoid littering during Nevada Day celebrations; year-long effort rewards citizens who take actions that improve Carson River's water quality -

Carson City, NV– The Carson Water Subconservancy District (CWSD), a multi-county and bi-state agency promoting cooperative action in the Carson River Watershed, has launched its October [Watershed Moment](#) public service announcement (PSA), "[Pitch In.](#)" which highlights how trash and recycling habits in Nevada impact our environment and the health of the Carson River Watershed. The PSA launches in advance of Nevada Day, celebrated this year in communities across the state on October 28, and discusses ways in which litter adversely impacts the Carson River Watershed. The video suggests increases in recycling could improve watershed health and encourages viewers to properly dispose of trash and pick up litter to avoid negative impact to our rivers, lakes, and streams.

"Litter is a big problem in Nevada and a significant impact to water quality in our watershed", said Shane Fryer, Carson River Watershed Program Specialist. "Whether it's carelessly tossed litter, or trash bins being knocked over, this pollution can easily be blown or washed into our storm drains and ultimately, to the river. Reporting from the American Society of Civil Engineers states Nevadan's create twice as much garbage as the average American, and according to Nevada Division of Environmental Protection's 2021 State Recycling Rate Report, less than 3% of aluminum, glass and plastic beverage containers are recycled. Together, those are eye opening stats. By securing your own trash, recycling what is recyclable, and picking up litter when you see it, you can protect our watershed and keep Nevada beautiful."

In years past, Nevada Day parades in the state capitol of Carson City have attracted [crowds in the thousands](#). To further incentivize creating less trash, CWSD is partnering with [greenUP!](#) to provide Free Reusable Nevada Day Cups through a social media giveaway. These are the same [reusable Klean Kanteen cups](#) available through the Nevada Day Store to help reduce waste during the Nevada Day Parade. To be eligible to win, participants must watch the PSA on social media, [YouTube](#) or the [I Am Carson River Watershed website](#), complete the online [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 "[Pitch In](#)" in the Carson River Watershed.

"We are always looking for ways to reduce trash and have a cleaner event," said Brooke Santina, Nevada Day Executive Director. "The cups are functional, save people money and are great souvenirs, plus they are better for the environment."

The "Pitch In" PSA is part of the "I am Carson River Watershed" campaign Watershed Moments series designed 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. Individuals can take the organization's [online pledge](#) and commit to taking simple, everyday actions that improve water quality. The pledge and videos are available in Spanish by clicking on the [Español button here](#).

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.

"Even small recycling improvements can have a big impact," said Fryer. "I am Carson River Watershed, and you are too! Let's all [Pitch In](#) and stop this needless pollution!"

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.

See Logo/GIF, Icon and access to CWSD's press kit below:

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

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

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