



*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)'s New "Engage in Your Watershed" PSA Highlights the Many Ways to Get Involved in Your Local Area to Improve Watershed Health

- "Engage in Your Watershed" shows how critical volunteer engagement is to the health and quality of the waters of the Carson River Watershed.

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 November [Watershed Moment](#) public service announcement (PSA), "[Engage In Your Watershed](#)" which highlights how volunteerism and citizen involvement can improve the health and water quality of the Carson River Watershed.

"One in four Americans volunteer! Whether you have a few minutes, a few hours, or can commit a whole day, there are so many ways to get involved to help improve the health of the Carson River Watershed," said Rachel Kieffer, Watershed Coordinator with the Alpine Watershed Group. "From interacting with social media platforms to spending a few hours outside completing on-the-ground field work, engaging with your local area is a way to learn about our region's environment and the challenges it continues to face, while doing a rewarding task. How do you want to engage in your watershed?"

To further incentivize engaging in your watershed, CWSD has put together a volunteer-ready bag containing a sun hat, sunscreen, gloves, seed packet, and information about the many volunteer possibilities in our region. 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 volunteer and/or engage in the Carson River Watershed.

The "Engage" PSA is part of the "I am Carson River Watershed" campaign Watershed Moments series designed to connect and inform Nevadans about actions they can take at home, at work, and while in the community to contribute to a 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 Bureau. NDEP's Nonpoint Source Program (NPS) works to preserve and enhance surface waters of the State by employing watershed planning and public outreach.

"Whether participating in tree planting events, learning to collect water quality samples throughout the year, or sharing ways to improve the health of our watershed on social media, your actions have a big impact," said Kieffer. "I am Carson River Watershed, and you are too! What volunteer actions are you willing to do?"

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:

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



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