



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

# Watershed Moment PSA Press Release

**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: December 21, 2022**

### **Carson Water Subconservancy District (CWSD)'s New "Curb Your Chemical Use" Series of Social Media Reels Highlight the Many Ways to Reduce Household Chemical Use to Improve Watershed Health**

- "Curb Your Chemical Use" shows how tweaking our use of everyday household chemicals can have a positive effect on 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 December [Watershed Moment](#) social media reel series. The five-part reel series themed "[Curb Your Chemical Use](#)" highlights different common household chemicals and actions we all can take to properly use, reduce, or substitute these substances to benefit of our local rivers, lakes and streams. These reels are available to share on [Instagram](#), [Facebook](#) and [YouTube](#), and a compilation film is available on our [I Am Carson River Watershed website](#).

"Everyday chemicals like fertilizers, automotive fluids, detergents, weed and insect killers, cleaning supplies, and paints, if used improperly (even in small amounts) can impact water quality and the health of our watershed," said Brenda Hunt, Carson River Watershed Program Manager. "As an example, "According to the US Fish and Wildlife Service, homeowners use up to 10 times more chemical pesticides per acre on their lawns than farmers use on crops, and they spend more per acre, on average, to maintain their lawns than farmers spend per agricultural acre." Hunt continues, "You can reduce your chemical use right at home by carefully reading labels, purchasing only what's needed, and finding environmentally safer products."

As an incentive, CWSD is offering a goody bag of garden and cleaning products to get you started on reducing your chemical use. To be eligible to win, participants must watch the Reels on [Facebook](#), [Instagram](#), [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. We will be doing a year end social media giveaway and hope everyone will incorporate all the Watershed Moment Actions into your New Year and beyond.

The "Curb Your Chemical Use" reels are 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. Follow the associated links to access Spanish versions of the [pledge](#), previous [Watershed Moments](#), and the [Curb Your Chemical Use](#) consolidated reels.

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.

"Tweaking our at-home habits can play a big role in protecting our rivers, lakes and streams", said Brenda Hunt. "I am Carson River Watershed, and you are too!"

To learn more, visit <https://iamcarsonriver.org> and follow Carson River Watershed on [Facebook](#), [Instagram](#) and/or [YouTube](#). 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.***

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