



News Release

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SRWP Initiates Northern Sacramento River Watershed TV Campaign

(Redding, CA) The Sacramento River Watershed Program (SRWP) is initiating an educational television campaign for the northern portion of the Sacramento River Watershed.

“We want to help people understand that individual behavior can dramatically impact the quality of our water and our waterways,” said Kathy Russick, program coordinator for SRWP. “Our campaign will provide practical information on how residents can protect and enhance this all-important resource.”

SRWP is kicking-off the Northern Watershed TV Campaign with a 30-second spot focusing on the importance of preserving the watershed for generations to come. The spot was filmed on the Fall River and will air on area television stations starting in August 2006.

The California Department of Water Resources (DWR) Northern District office in Red Bluff will support the campaign with a message which focuses on environmental education and watershed stewardship, while the City of Redding is underwriting a spot which emphasizes that pesticides, soaps or other liquids should not be poured down storm drains.

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“Anyone can help protect the watershed by thinking about how they go about their outdoor activities and minimizing the use of harsh chemicals that can run off their yards into local waterways,” said Russick.

Agencies and organizations are being asked to join the educational television campaign by underwriting 30-second spots to help increase public awareness and appreciation of the Sacramento River Watershed’s value to Northern California.

For more information about the Sacramento River Watershed Program or to make a donation, visit the program web site at www.sacriver.org, or call 1-530-661-3635.

About the Sacramento River Watershed Program (SRWP)

The Sacramento River Watershed Program (SRWP) is a 501(c)(3) non-profit watershed, research and education organization. It was initiated in February of 1996 in order to provide a forum for watershed stakeholders to work together to ensure that Sacramento River watershed resources are sustained, restored, and where possible, enhanced, while promoting the long-term social and economic vitality of the region. SRWP consists of citizens, watershed organizations, environmental groups, educators and government agencies at all levels.

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