

Did you know?

The quality of metro Atlanta's streams, rivers, and lakes are threatened by the daily activities of residents and businesses across the region. Over 600 stream miles in the 10-county metropolitan Atlanta area are in violation of state water quality standards due to urban stormwater runoff.

The only way to combat the adverse effects of pollution is through knowledge and action. The leading threat to our water quality is stormwater pollution.



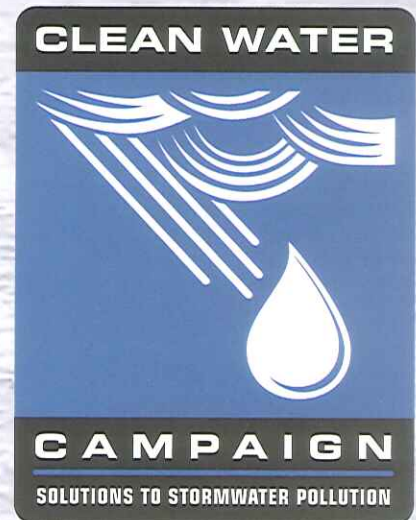
10 Things You Can Do To Be A "Solution To Stormwater Pollution"

1. Never dump anything down a storm drain or into a drainage ditch.
2. Recycle motor oil and other vehicle fluids.
3. Throw litter in its place.
4. Clean up after your pet.
5. Check your vehicles for leaks (repair them!).
6. Dispose of household hazardous wastes at designated locations.
7. Compost yard clippings.
8. Use fertilizer and pesticide only when needed (Read the label!).
9. If you wash your vehicle at home, do so on the lawn rather than on pavement.
10. Tell a friend or neighbor about how to prevent stormwater pollution and get involved in your community.

Clean Water Campaign
40 Courtland Street, NE
Atlanta, GA 30303

www.cleanwatercampaign.com

When It Rains



It Pollutes!

What is the Clean Water Campaign?

The *Clean Water Campaign* is a cooperative, multi-agency initiative that is primarily funded by 20 local governments and coordinated by the Atlanta Regional Commission. Environmental organizations, non-profits and corporations are all invited to actively participate in the *Campaign*.

Why should you care about participating?

Imagine no longer being able to fish, swim or wade through your favorite stream, river or lake. It might surprise you, but many waters in the metro Atlanta area are degraded due to polluted **stormwater runoff**.

Each time it rains, the resulting runoff of stormwater picks up debris such as litter, pesticides, chemicals, motor oil and dirt as it flows across rooftops and lawns, streets and parking lots. These pollutants are deposited, untreated, into our waterways. Increased runoff from developed areas can also cause flooding and erosion of stream banks, which creates even more sediment that enters our streams.

Stormwater pollution can make monitoring and treatment of our drinking water more difficult and costly. In addition, it can hinder the health of the aquatic ecosystem. If polluted stormwater contaminates our water sources, the result can be the closing of our rivers, lakes and streams from the public.



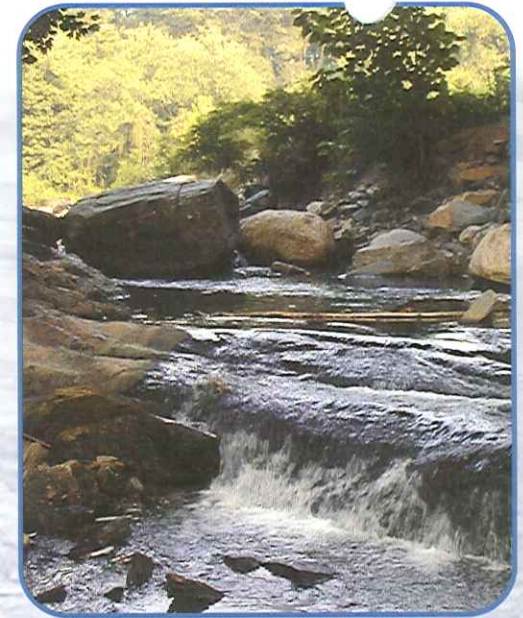
Public Education and Awareness Program

Now there is a way you can help spread the word to your friends, neighbors and local businesses about how they can be a solution to stormwater pollution.

The *Clean Water Campaign* hopes to reach metro Atlanta residents through a broad-based public information and education effort that includes:

- ◆ A Web site, www.cleanwatercampaign.com
- ◆ Storm drain stenciling program
- ◆ Fact sheets and brochures
- ◆ Corporate partnerships
- ◆ Media and public service campaign

We need your help to expand this effort and make clean water in metro Atlanta a reality!



How can I get involved?

There are many different opportunities for involvement in the *Clean Water Campaign*. Here are just a few:

- ◆ Utilize the Speakers Bureau for your next civic or organizational meeting.
- ◆ Visit www.cleanwatercampaign.com for more detailed information on stormwater pollution prevention.
- ◆ Become a volunteer.
- ◆ Become a corporate sponsor.

Contact Information

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