

Geauga SWCD Tries a New Clean Water Education Avenue!

The Geauga Soil and Water Conservation District (SWCD), in collaboration with the Northeast Ohio Public Involvement and Public Education (NEO PIPE) work group, is taking the clean water message "on the road"! The group was awarded \$1,500 through a Watershed Mini Grant from Dominion and the Western Reserve Land Conservancy to promote watershed awareness and pollution prevention. Entitled *On the Road to Clean Water: Lake Erie Starts Here!*, their innovative project utilizes a new avenue to promote a regional watershed message through digital television advertisements in Bureau of Motor Vehicle (BMV) offices. Geauga SWCD's advertisement (*image below*) is currently running in the Chardon and Chesterland BMVs. Regionally these messages will be showing at 15 BMVs in eight counties throughout Northeast Ohio for an entire month. Stay tuned for more clean water education ads down the road!



The advertisement features a photograph of a storm drain grate with a white arrow pointing down into it. Above the arrow, the text "LAKE ERIE STARTS HERE" is written in a stylized font. Below the photograph, the main message reads: "Everything that enters our stormdrains --grass clippings, yard waste, soap, pesticides, fertilizer, automotive fluids, pet waste and litter-- travels to our streams, rivers and Lake Erie." At the bottom, there are four logos: NEO PIPE (Public Involvement, Public Education), Geauga Soil and Water Conservation District (with a leaf logo), Tinkers Creek Watershed Partners (with a green leaf logo), and Chagrin River Watershed Partners (with a blue and green wave logo). A Facebook URL, facebook.com/LakeErieStartsHere, is centered at the bottom.

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NEO PIPE
PUBLIC INVOLVEMENT
PUBLIC EDUCATION

 Geauga Soil and Water Conservation District

 Tinkers Creek
WATERSHED PARTNERS

 CHAGRIN
RIVER
WATERSHED
PARTNERS

facebook.com/LakeErieStartsHere