



FOR IMMEDIATE RELEASE

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RiverSafe LakeSafe Program Offers Homeowners a Solution to Pollution

Rochester Hills, MI- Stormwater pollution is the greatest source of water quality impairments in the Clinton River and its tributaries. When it rains, alleys and streets carry water away from our homes and yards and into the community's storm drain system, often times picking up oil, pesticides, fertilizers, pet waste and other chemicals that are on the surface.

In many communities, this stormwater is untreated, which means that much of it flows into streams, rivers and lakes without any means of removing pollutants that can have a detrimental effect on water quality.

A new program, RiverSafe LakeSafe, developed by The Clinton River Watershed Council (CRWC) allows homeowners to take a proactive approach by helping to eliminate the everyday household items that cause stormwater pollution.

"The RiverSafe LakeSafe Program gives homeowners an opportunity to identify water quality protection activities that they do well and consistently around their home," states Eric Diesling. "It also provides an opportunity to commit to other proactive and "easy to do" pollution preventing activities that they may not have considered before."

Becoming a RiverSafe LakeSafe home is easy! Residents are asked to take a brief online survey at www.crwc.org and pledge to make their homes RiverSafe LakeSafe. In return for taking the survey and making a commitment to water quality protection, participants receive a RiverSafe LakeSafe marker to display at their home.

"With over 500,000 households located within the watershed, the RiverSafe LakeSafe program has a great "cumulative effect" opportunity," states Anne Vaara, Executive Director. "Together, participants display a commitment to water quality protection and reducing pollutants in the Clinton River and Lake St. Clair."

More details on the program and how to become a RiverSafe LakeSafe home are available at www.crwc.org.

The Clinton River watershed covers 760 square miles through four counties (Macomb, Oakland, Lapeer, and St. Clair). From its headwaters in Springfield Township, the Clinton River travels 80 miles and eventually empties into Lake St. Clair in Harrison Township. Over 1.4 million people live in the watershed's 60 communities. The CRWC is a non-profit environmental organization that protects, enhances, and celebrates the Clinton River, its watershed, and Lake St. Clair.

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