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FOR IMMEDIATE RELEASE-December 22, 2009

## Do Your Part to Protect Beaver Lake

“Beaver Lake. We drink it every day.” That’s the core message of Beaver Water District’s latest educational outreach campaign, which kicks off on Christmas Day.

“This is a call to action,” said Alan D. Fortenberry P.E., CEO of the District. “Beaver Lake is our drinking water. Clean water is vital for public health. These videos address concepts such as how the lake came to be built and how runoff from storms can harm the lake. The idea is that the more people know, the more they will care and do something about it.”

At the end of each video, viewers are asked to “Do your part to protect Beaver Lake.” This is followed by information about accessing Beaver Water District’s website, where visitors will find links to tips about how to keep polluted storm water out of Beaver Lake.

“We’re excited about this campaign,” said Amy Wilson, Director of Public Affairs for the District. “We get calls every week from people wanting to know what they can do. They have a lot of questions. They want to understand water issues. What better way to bridge the gap than to localize the message and apply it to Beaver Lake and Northwest Arkansas. It’s a formula for success.”

The 30-second videos deal with how the lake came to be built; the definition of watershed and the primary watersheds in Northwest Arkansas; the types of everyday pollution that can negatively impact the lake and what individuals can do to stop it; and the role that clean, potable water has in protecting public health and safeguarding the economic future of our area. They will air on KNWA-TV and Fox24, Jones Television, Community Access Television, and the city of Fayetteville’s government access channel. In addition, they may be viewed by visiting [www.bwdh2o.org](http://www.bwdh2o.org) and clicking on the water faucet logo with the message Consume, Conserve, Connect.

Beaver Water District supplies drinking water to more than 250,000 people and industries in Fayetteville, Springdale, Rogers, Bentonville and surrounding areas. These cities resell the water to surrounding towns and communities. The District’s mission is to serve our customers in the Benton and Washington County area by providing high quality drinking water that meets or exceeds all federal and state regulatory requirements in such quantities as meets their demands and is economically priced consistent with our quality standards. For more information, visit [www.bwdh2o.org](http://www.bwdh2o.org).