\*\*For Immediate Release\*\*

CONTACT:

[Insert contact information]

**[MUNICIPALITY] CELEBRATES WINTER SALT WEEK.**

Raising awareness that salt pollution degrades freshwater lakes, streams, and drinking water

[Municipality], [State], [Date]: All the salt that we apply to roads and sidewalks ends up in our freshwater. Salt can be an effective de-icer, but more isn’t always better. Salt prematurely ages roads and bridges and degrades freshwater lakes and streams. [Municipality] has implemented the following smart salting practices: [insert practices: calibrating equipment, incorporating the use of salt brine, educating operators], to avoid the overapplication of salt.

**[Insert quote here about recent salt reduction steps/successes/goals/etc.]**

Winter Salt Week aims to educate residents on the issue of salt pollution: how salt impacts freshwater ecosystems, practices that agencies are implementing to shrink their salt footprint, and ways to get involved. Speakers will [stream live over YouTube](https://www.youtube.com/channel/UChExOSekqfegfFicF7l6RXg) from 12:30-1 PM CT Monday through Thursday to share their knowledge and field questions.

Speakers include Abby Hileman (Izaak Walton League of America), Jess Hua (UW-Madison), Cara Hardesty (Ohio EPA), Ted Diers (New Hampshire Department of Environmental Protection), Bryan Gruidl (City of Bloomington, Minnesota), and Public Works staff from across the country. To tune in starting Monday, January 27th at 12:30 PM CT, register at [www.wintersaltweek.org](http://www.wintersaltweek.org).

Like [Municipality], countless municipalities across the country are implementing significant improvements to their winter maintenance programs. Many residents, however, are not aware of the issue. It’s for this reason that the Salt Wise Partnership, a coalition of organizations across the country working together to reduce salt pollution in our lakes, streams, and drinking water, is hosting “Winter Salt Week” starting Monday, January 27th through Friday, January 31st.

**[Insert photo of your municipality’s Streets crew/DPW truck/etc.]**

**Text

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