**Winter Salt Week**

**January 27-31, 2025**

All the salt that we apply to streets and sidewalks ends up in our freshwater. Excessive application of winter salt damages infrastructure, harms freshwater ecosystems, and threatens our drinking water.

That’s why [insert your organization] is promoting [**Winter Salt Awareness Week, January 27-31, 2025**](https://wintersaltweek.org/): to educate residents on salt pollution, how it affects our health and freshwater ecosystems, what’s being done, and how we can support local efforts.

Experts in ecology, winter road maintenance, advocacy, and policy solutions will discuss facets of this issue that impact your community. Register online at [www.wisaltwise.com](http://www.wisaltwise.com) and tune in daily at 1:30 ET/12:30 CT/11:30 MT to this week-long series of YouTube live streams.