

## Media Tool Kit: Press Release Example from Logo/Slogan Contest

### FOR IMMEDIATE RELEASE

July 1, 2005

Contact:

### Art Contest Goes to the Dogs

#### *Garrison School Playground Program Art Contest Targets Responsible Dog Ownership*

Dover, NH—Approximately 20 Garrison School Playground Program attendees participate in an art contest to raise awareness of local water pollution caused by pet waste. The contest kicks off the Pet Waste Project Outreach Program, a collaborative effort between the city of Dover, resident volunteers, and the N.H. Department of Environmental Services Coastal Program and Watershed Assistance Bureau to educate dog owners on the value of cleaning up pet waste.

Ages 9-12 participate in a logo design contest. The winning logo will be used for the Pet Waste Project's website, flyers, brochures, door hangers, t-shirts, and other promotional materials. Ages 6-8 participate in a coloring contest.

As part of a joint study partially funded by the New Hampshire Coastal Program in 2004, DES and UNH researchers discovered fecal bacteria at several sites in the Great Bay watershed, including the Garrison Road neighborhood, which borders a tributary of the Bellamy River. Using a technique called Ribotyping, researchers matched bacteria from water samples to bacteria from specific animals. Dogs were one of the predominant source species identified in the Garrison Road neighborhood. The science is now being used to come up with solutions.

Pet waste contains harmful organisms that can cause human health problems, like Giardia and Salmonella.

“The contest is a way to provide outreach to the public through kids that live in the neighborhood. They will bring the message home to their parents,” said Dean Peschel, city of Dover Environmental Project Manager.

Entries will be judged by the Pet Waste Project Committee, which includes Dover city officials and neighborhood residents. First and second place prizes will be awarded in each category. All participants receive a prize and certificate of participation. Prizes were donated by Seymour Woodworking and other local groups.

Entries are due Friday, July 8. Winners to be announced on Wednesday, July 13.

There are approximately 400 residents in the Garrison Road neighborhood and 200 licensed dogs.

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# Media Tool Kit: Media Advisory Template for Storm Drain Stenciling Event

**FOR IMMEDIATE RELEASE:**

**DATE:** [date]

**CONTACT:** [Contact Name, phone and/or phone]

## Media Advisory

### Pet Waste Project Sponsors Storm Drain Stenciling

You are cordially invited to join the [program name] with assistance from the [town and/or partner organizations names] in a storm drain stenciling activity in the [road name] neighborhood. Program attendees will spray paint storm drains with “[Insert message on storm drain stencils]” messages and canvass the neighborhood with informational door hangers to raise awareness of the local water pollution caused by pet waste. Participants will meet behind the [meeting place] and stenciling should last for approximately two hours throughout the neighborhood.

**What:** Storm drain stenciling activity [town name, neighborhood, and starting location address.]

**When:** [day of week, date, and time]  
Note: Rain date will be [insert alternate date/time]

**Where:** [general area where you will be stenciling]  
(directions below)

This storm drain stenciling project is part of a larger educational effort to address [town or area name] current water contamination problems, which include dog waste entering local waterways through storm water runoff. **Storm Drain Stenciling** is an educational effort to make people aware that storm drains connect with surface or ground water and that dumping of dog waste, oil, antifreeze, fuels, paint, leaves, grass clippings or other materials in storm drains causes damage to surface and groundwater [town specific information]. [lead organization and volunteer information] are working on special projects that promote proper pet waste pick up and disposal.

For more information, please contact [contact information]

**Directions:** [specific site directions]

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