**Learn About the True Cost of Road Salt**

**WI Salt Awareness Week 2021: January 11-15**

Road salt helps keep our communities safe during inclement winter weather, but all the salt that we apply to streets and sidewalks ends up in our fresh water. During rain events and spring snowmelt, stormwater carries salt to our local freshwater streams and lakes. Salt, or sodium chloride, permanently contaminates freshwater.

In the past five years, a growing number of Wisconsin municipalities and local private companies have reduced salt use by 30-40% through education, equipment upgrades, and implementation of best practices. **OR INSERT INFO ON EFFORTS YOUR MUNICIPALITY HAS BEEN INVOLVED WITH TO REDUCE SALT USE** Learn more about the impacts of over-salting and how you can be a part of the salt reduction revolution during WI Salt Awareness Week, January 11-15. Tune into daily YouTube livestreams from 12:30-1pm to hear a diversity of speakers discuss #thetruecostofsalt to our drinking water, pets, freshwater ecosystems, and infrastructure, what’s being done, and how to be Salt Wise. For more information, visit: [www.wisaltwise.com](https://www.google.com/url?q=http://www.wisaltwise.com&sa=D&ust=1607116655285000&usg=AOvVaw3BH8iELqVKLt50wRxV2Ia0)



