\*\*For Immediate Release\*\*

CONTACT:

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**[MUNICIPALITY] CELEBRATES WI SALT AWARENESS WEEK.** Wisconsinites need to understand the toll that salt takes on our infrastructure and freshwater.

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

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

Like [Municipality], dozens of Wisconsin municipalities are striving to improve the winter maintenance programs and slow down the salting of our lakes, streams, and drinking water. Many citizens, however, are not aware of the issue. It’s for this reason that the Wisconsin Salt Wise Partnership, a coalition of organizations across the state working together to reduce salt pollution in our lakes, streams and drinking water, is hosting “Wisconsin Salt Awareness Week” from Monday, January 24th to Friday, January 28th.

Wisconsin Salt Awareness Week aims to educate citizens on the issue of salt pollution: how salt impacts freshwater ecosystems, the role of water softening, ideas for teaching kids about salt pollution, and other ways to get involved. Speakers will [stream live over YouTube](https://www.youtube.com/channel/UChExOSekqfegfFicF7l6RXg) from 12:30-1PM Monday through Friday to share their knowledge and field questions.

Speakers at the event will include Bailey Wilmoth (University of Toledo), Katie Cassidy (University of Minnesota – Duluth), Ken Bradbury (WI Geological and Natural History Survey), Kathy Lake (Madison Metropolitan Sewerage District), Lexi Passante (UW-Milwaukee), and Kevin Anderson (WI Dept. of Public Instruction). To tune in starting Monday, January 24th at 12:30PM, check out the WI Salt Wise YouTube channel atbit.ly/wisaltwise or register at [www.wisaltwise.com](http://www.wisaltwise.com).

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

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