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| https://filtercon.files.wordpress.com/2013/02/water-pollution.jpg |
| |  | | --- | | Honorable Mayor Jerry Weiers and Communications Director  Mayor Weiers  City of Glendale  Glendale, AZ -85301  ,  Dear Honorable Mayor Jerry Weiers and Communications Director, | |

Storm-Water Run-Off pollution (runoff) is a financial burden for many cities like yours, and a real environmental problem that faces your citizens. COLAnow.org is a non-profit dedicated to providing free PSA’s (Public Service Announcements) to cities with the goal of educating the populace with simple steps to reduce run-off pollution.

Aside from street sweeping, the biggest factor in the reduction of runoff pollution is a citizenry that is aware of the issue and the simple steps to reduce the volume of pollutants in runoff. We created an informative and entertaining PSA in conjunction with a Harvard University Environmental Health Scientist, Dr. Shahir Masri who outlines steps to reduce runoff pollution. Set to ***“The Beach Boys”*** music, this 60 second PSA is ready to be placed on your city’s website and cable channel. You can view this PSA at [www.COLAnow.org](http://www.COLAnow.org)

**To get this PSA, which meets your city’s FCC requirements, please request the video files, which your webmaster and cable program director will utilize to display the PSA.**

Once we receive your request and send your first PSA, we will send fresh PSAs to keep your citizen’s engaged and educated on the issue of pollution. As always, these materials are free of charge for your city. Thank you for your attention to this timely environmental concern and please do not hesitate to:

C**ontact our Communications Manager, Michael Paulus at** [**Michael@COLAnow.org**](mailto:Michael@COLAnow.org)**, 949-201-3271, TO REQUEST THE FREE PSA FOR YOUR CABLE, WEBSITE, AND SOCIAL MEDIA.**

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| **COLANOW.ORG**  **Clean Oceans Land Air Now**  A Non-Profit Organization Educating the Public about Water Run-Off Pollution Prevention  Frank Lane – Executive Director 714-675-0110  You Can Help Save Our Rivers, Lakes, and Oceans with ***The Beach Boys - PSA – Free -*** [***Watch***](http://www.COLAnow.org)  714-675-0110 - Frank@COLAnow.org |



Frank Lane

Executive Director - [Frank@COLAnow.org](mailto:Frank@COLAnow.org) – 714-675-0110

PSA – DOWNLOAD INSTRUCTIONS FOR YOUR

WEBSITE, CABLE CHANNEL, AND SOCIAL MEDIA

Dear Communications Director:

Thank you for your participation in the distribution of this important Public Service Announcement (PSA) to help educate the public on water run-off pollution prevention.

**Contact our Communications Manager, Michael Paulus at** [**Michael@COLAnow.org**](mailto:Michael@COLAnow.org)**, 949-201-3271 or** Frank Lane, E.D. [Frank@COLAnow.org](mailto:Frank@COLAnow.org) 714-675-0110

**for any questions on the placement of the PSA on your cable channel, website or social media.**

**Here are the links the program director and webmaster will need:**

1.   YouTube PSA Link: https://youtu.be/BEU8FU\_kQcs

The PSA can be embedded or played directly from YouTube

2.   Please use this website link for access to the Home Page of ***Clean Oceans Land Air Now*** to help further educate the public on water run-off pollution:

[www.COLAnow.org](http://www.COLAnow.org)

3. Please download this MPG file to broadcast on your cable channel: <https://www.dropbox.com/s/jq7ta7sf8mmjyrj/save%20our%20oceans%20psa_4-10-16.mov?dl=0>

4.   Graphic Link: Webmasters may use this attached graphic (COLAnowGraphic.jpg) on your web page and size as appropriate. Link to this URL:

https://youtu.be/BEU8FU\_kQcs

Link the above URL to the graphic below:

