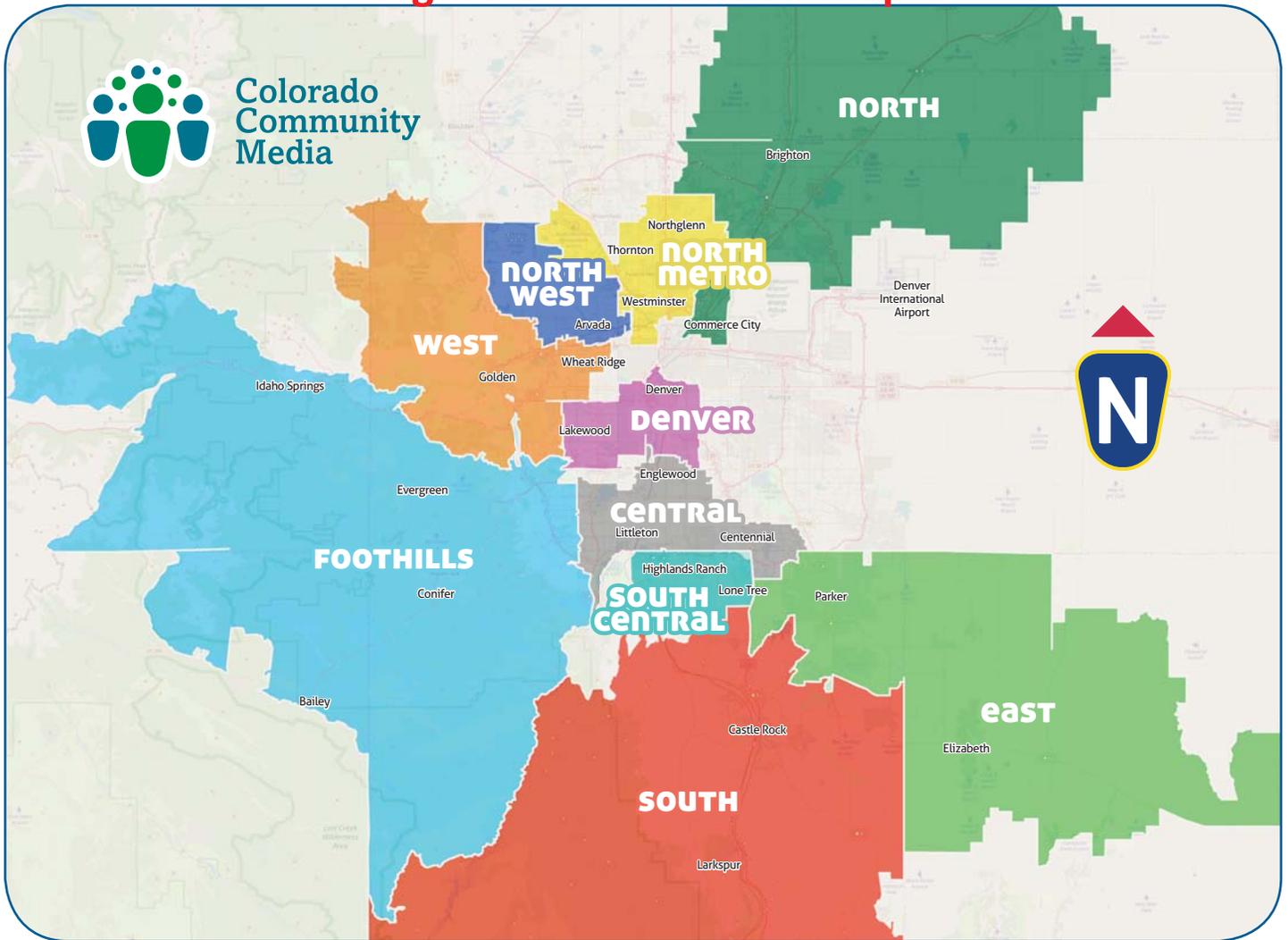


Reaching more than 350,000 readers each week!

Figure 1 - Distribution Map



Advertising Zones (Color Coded)

NORTH

Adco Advertiser
Brighton Standard-Blade
Fort Lupton Press
Commerce City Sentinel Express

NORTH METRO

Northglenn-Thornton Sentinel
Westminster Window

NORTHWEST

Arvada Press

WEST

Golden Transcript
Jeffco Transcript
Denver Herald

FOOTHILLS

Canyon Courier
Clear Creek Courant
285 Hustler

CENTRAL

Centennial Citizen
Englewood Herald
Littleton Independent
South Platte Independent

SOUTH CENTRAL

Highlands Ranch Herald
Lone Tree Voice

DENVER

Denver Herald
Life On Capitol Hill
Washington Park Profile

EAST

Elbert County News
Parker Chronicle

SOUTH

Castle Rock / Pines News-Press
Douglas County News-Press



One message you can absorb.

Whether your business is near a creek or on top of a hill, you play a vital role in keeping our waterways clean. By containing and cleaning up automotive fluid spills promptly, your business prevents these contaminants from damaging the environment. Remember, one drop of oil picked up during a rain storm can pollute 1 million drops of water. Contact your local agency to find out how you can dispose of automotive fluids.

Local stormwater agencies are teaming together to bring you this message. We take this so seriously that we posted this ad rather than send you more garbage in the mail. One thing is clear: our creeks, rivers and lakes depend on you.

THIS STORMWATER MESSAGE BROUGHT TO YOU BY

Visit onethingisclear.org to:

- Report accidental and illegal dumping to your local agency
- Search local volunteer events
- Find more helpful tips



Be prepared. Have appropriate spill supplies on hand to address automotive fluid leaks.

Colorado Community Media agrees: Please recycle this newspaper responsibly and partner with our communities for a better tomorrow. Ad campaign creative donated by the Castle Rock Water, Stormwater Division.



It's not good for our water... either.

Whenever you are outside and you notice a piece of trash, please stop and dispose of it properly. What isn't collected today is picked up in the next rainstorm and sent directly to the nearest creek. From the moment this small piece of trash enters our waterways, it is responsible for a tremendous amount of damage.

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**ADOPT
A
HIGHWAY**

Creek and highway cleanup efforts help offset pollution from our major transportation corridors.
Contact your local agency to find out how you can get involved.

Colorado Community Media agrees: Please recycle this newspaper responsibly and partner with our communities for a better tomorrow.
Ad campaign creative donated by the Castle Rock Water, Stormwater Division.

Are you a good neighbor to your environment?

Everyone plays a part in protecting water quality. Washing and dumping waste into storm drains is a direct threat to our lakes and streams. By keeping a neighborhood watch on your streets and shopping areas, you play a big part in keeping our lakes and streams clean and healthy. Please report illegal and accidental dumping to your local authorities. To find out how to properly discard household chemicals, contact your local agency.

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Never dump anything in the storm drain that you yourself would not drink or swim in.





Fertilizer: arch enemy of waterways.

Streams, lakes and reservoirs don't need it. Your lawn may not need it, either. Fertilizer, like other products that serve a necessary purpose, can become a problem if misused. Most lawn fertilizers contain nitrogen, phosphorus and potassium, represented by a three-number string on the front of the bag. Nutrient needs vary from lawn to lawn and can only be determined by testing the soil.

If over-applied, rain carries away excess nutrients not needed by plants and washes them to the nearest waterway, causing excess algae growth that uses up vital oxygen for fish.

Please take the time to have your soil tested to determine your lawn's needs. This simple, small change in your lawn care makes a huge difference, not only to the health of your lawn but also to your nearby rivers, creeks and lakes.

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28-0-3

Protect your waterways. Know what you are applying, and test your soil prior to using fertilizers. Call the Colorado State University Extension, 970-491-5061, to have your soil tested.

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Just add water.

A pile of dirt and mulch, or ingredients for disaster? A simple decision on where you store your landscaping material could have a big impact on water quality. Landscaping materials left in the street travel with rain or sprinkler water directly into the storm drain. When planning your project, consider proper storage to prevent material from coming in contact with stormwater. Contact your local agency to find out how you can safely plan your next landscaping project.

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Storing and covering landscaping materials off the street keeps our waters clean.



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Freedom brings responsibility

This Independence Day, give our streams a break. Not only are personal fireworks a fire danger, but also, their waste poses a threat to our waterways when not disposed of properly. Summer days in Colorado often bring flashing rain and thunderstorms that quickly wash away waste on streets and parking lots, sending them straight to the nearest stream. What isn't collected and thrown away after the celebration may be gone before you know it. Take the time this holiday and clean up after yourself.

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Exercise your freedom responsibly this Independence Day by using fireworks appropriately and disposing of holiday waste promptly.

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Ad campaign creative donated by the Castle Rock Water, Stormwater Division.



It is your duty (dooty)!

Picking up after your dog goes further than making your neighbors happy. When you are out walking your dog, it is your duty to collect their waste. Often, the trails and parks we enjoy with our dogs are adjacent to creeks and reservoirs. Dog waste that is not collected gets carried away during rainstorms to nearby waterways and can be a significant source of pollution. Unlike one might think, dog waste is not a fertilizer.

Rather, it carries harmful bacteria like E. coli, which poses serious health risks if allowed to come in contact with water.

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Dog waste is not a fertilizer. Thank you for promptly picking up after your dog to keep our waterways clean.

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Customer service goes beyond your doors.

Customer service doesn't stop with your customers. Whether you are in the restaurant business, a retail outlet or a local service provider, your actions can serve to protect our waterways. Being conscious of good housekeeping practices, such as washing mats indoors, keeping lids closed on garbage cans and disposing of oils, detergents and grease properly, helps keep harmful contaminants out of our waterways.

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Serve your waterways well with good housekeeping that keeps harmful contaminants from entering our streams.



Old latex paint? Don't flip out! Dry it out!

Have you been stockpiling cans of latex paint, waiting for the next Douglas County Household Chemical Roundup? Good news – latex paint is water-based and safe to throw away, if prepared properly. If the paint is completely dry, simply remove the lid and throw the can away. If there is still wet paint in the can, mix in some dirt or cat litter to fully absorb it. Once it is dry, throw it away. Save yourself a trip to the Roundup (and the \$25 contribution) if you have water-based paint.

Remember, this only applies to water-based latex paint, and NO paint can be dumped in the gutter or thrown in the trash wet. Make a difference in keeping our waterways clean by practicing cost-effective ways to dispose of materials properly.

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If you have leftover paint, recycle it! Visit PaintCare.org to find a drop-off site near you. PaintCare sites accept house paint, primers, stains, sealers and clear coatings for free!

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This fall, rethink nature's fertilizer

Did you know that fall leaves and grass clippings contain phosphorus and nitrogen – the two common nutrients found in fertilizers? By properly reapplying these wastes to your lawn and garden, your yard can benefit from nature's fertilizer while protecting local streams and ponds. This fall, try composting your leaves to reuse in next year's garden or use a mulching mower to chop up grass and leaves on the lawn.

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By cleaning up and reapplying grass clippings, fertilizers and composted fall leaves, you help to keep our waterways clear.

Is carpet cleaning on your holiday checklist?

As we prepare for guests this holiday season, many of our to-do lists include carpet cleaning.

A simple thing like professional carpet cleaning could pollute our stormwater. Water used in the cleaning process contains yucky stuff that nobody wants in the waterways.

If carpet cleaning is on your list, make sure the water is disposed of in the toilet or down a floor drain. Ask your professional how they dispose of the carpet cleaning liquid. And remember never dump it in the street.

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Give our streams a gift this holiday season by disposing of your cleaning solution properly.

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It's clear this stream is grateful.

Our streams want to say thanks for giving them a gift this year.

Your actions made a difference in keeping our water clean. You chose to properly dispose of household chemicals, pet waste and trash. You used fertilizers appropriately and kept harmful material out of runoff's path. You volunteered at local events to preserve our waterways. Keep up the good work.

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Make your New Year's Resolution now; get involved. Contact your local agency for upcoming events.

Photo taken along East Plum Creek in Castle Rock.

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