

Final Press Release Wording



The following is the wording used by STORM members when describing the organization's purpose and goals. This has been developed in order to establish an accurate and consistent message that each community can utilize in conveying the function of the STORM organization.

Short Version

The STormwater Outreach for Regional Municipalities (STORM) group reminds residents to protect waterways by keeping pollutants out of the storm drain system. For more information, log on to www.azstorm.org or call your local municipality.

Remember, "**Only Rain in the Storm Drain.**"

Long Version

ONLY RAIN IN THE STORM DRAIN.

The STormwater Outreach for Regional Municipalities group, known as STORM, is a regional organization promoting stormwater quality education within the greater Phoenix metropolitan area. Using media such as radio, television, theater ads and a website (www.azstorm.org), STORM is educating the public on ways to keep pollutants out of the storm drain system.

Municipalities in the greater Phoenix metropolitan area operate "municipal separate storm sewer systems" or MS4s, which are designed to convey discharges that are composed entirely of storm water, and is completely separate from the "sanitary sewer system" that conveys wastewater discharges from individual homes and businesses. Discharges to the stormwater system are directed to local retention basins, washes, streams, lake, or rivers, **WITHOUT** treatment.

Products such as pesticides, paints, detergents and oil never should be poured or allowed to be washed into stormwater drains installed in streets, curbs or gutters. The organization is asking residents to do their part to keep the environment clean and manage these products properly.

For more information about STORM or protecting stormwater quality, log on to www.azstorm.org or contact your local municipality.

Remember, "**Only Rain in the Storm Drain.**"