





Create A Clean Water Future is a campaign to raise awareness about reducing stormwater runoff and the pollution that is carried by it.

It was developed and designed to be adopted by organizations, government agencies, businesses & grassroots groups.

It is a ***FREE*** tool that anyone can use!

Examples of how to use the
Create A Clean Water Future
Campaign

Pocket Guide

- **Print the pocket guide and distribute at events or leave at public locations such as libraries, grocery/convenience stores, banks.**
- **Use the pocket guide as advertisement.**
- **Hand out at community events or leave at welcome centers.**
- **Place the pocket guide in each of your city, business or personal vehicles for easy access to important information.**
- **Distribute at your local schools.**
- **The options are endless!**

Sharing the Message

- Advertise using the Full and Half Page Ads in your current newsletter or neighborhood flyers.
- Use in place of your existing business advertising space.
- Add logo, print Ads and PSAs onto your website.
- Use on current billboard space.
- Print logo on your current materials such as letterhead or give-away items.
- Use as part of your MS4 compliance. *(where applicable)*
- Create personalized taglines:
 - *(Personalize here)* is Creating A Clean Water Future by discontinuing the use of plastic bags and providing only free reusable bags to our customers.
 - *(Your logo here)* We are Creating A Clean Water Future by being a *Trash Free Community*.

You can customize any of the advertising materials to include your logo, mission statement and ways that YOU are Creating A Clean Water Future.

Examples of Logo Use







All materials you need to get started are located on the provided disk. Visit www.facebook.com/cleanwaterfuture and let us know how you are Creating A Clean Water Future.

Contact the Mobile Bay National Estuary Program if you have questions or are in need of assistance 251-431-6409.

***Together WE can Create A Clean Water Future
now and for generations to come.***