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On-Line Challenge Released to Protect Pacific Northwest Waters

The Pacific Northwest Regional Water Program and Washington State University Extension officially launch a program to protect water quality on April 2, 2011.

The Pacific Northwest Clean Waters Challenge is designed for participants to take on-line. Challengers learn of the program through one of the 6 on-line networks including Facebook, Twitter, MySpace, LinkedIn, YouTube or Flickr.

The goal of the program is to protect water quality, public health and habitat within the water basins of the Pacific Northwest States of Alaska, Idaho, Washington, and Oregon. Challengers will commit to at least 2 new behaviors out of a possible 16.

The 1000th Challenger will receive special recognition within the on-line networks. There will be contests with prizes and other incentives for Challengers.

The Challenge is available now for innovators and people ready to take the next step to protect Pacific Northwest Waters.

The Challenge is easy to take in under 10 minutes. One behavior Challengers can choose is, "Check for water leaks around my home. Check faucets, toilets and sprinklers. Fix them promptly."

Challengers can choose to join local groups who are doing watershed protection or restoration. Local groups and resources are listed on the main webpage and on social media sites when available.

For more information and to take the Pacific Northwest Clean Waters Challenge, go to www.pnwwater.wordpress.com. The Challenge is looking for more people to join the networks now and help spread the word about this fun opportunity.

For further information contact Brian Stafki at (360) 867-2167 or b.stafki@wsu.edu. WSU Extension programs and employment are available to all without discrimination.

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