

1 (888) CLEAN LA
www.888CleanLA.com

Winter 2008 Newsletter

Los Angeles River Trash Boom Captivates Media

Fall 2007 news event garnered more than 2.5 million impressions

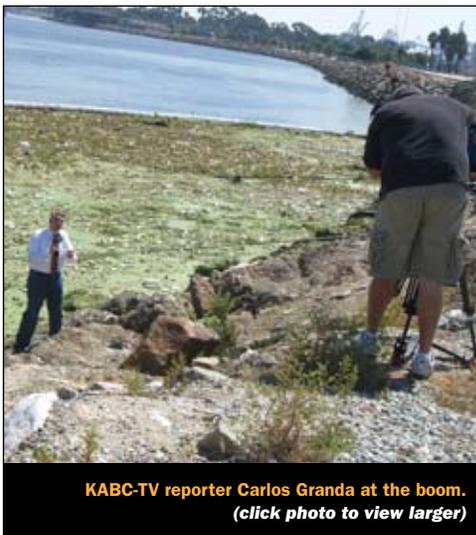
The County of Los Angeles Stormwater Pollution Prevention Campaign coordinated another successful media event at the Los Angeles River Trash Boom. The September 25, 2007, media event attracted news crews from KABC-TV (ABC), KTLA-TV (WB), and KMEX-TV (Univision) to the trash boom. KABC-TV reporter Carlos Granda conducted interviews on the ground and remained at the boom for several hours taping update teasers for the main news coverage of the trash being removed from the boom with a crane. KTLA-TV's Eric Spillman reported live for the Morning News Early Edition and Morning News segments from 6 to 9 a.m. Additional media outlets that covered the L.A. River Trash Boom media event included the Long Beach Press Telegram, KFWB-AM and KFI-AM news radio networks. ♠



"Wallflower" Organic & Eco Festival
(click photo to view larger)



Enviroscape
(click photo to view larger)



KABC-TV reporter Carlos Granda at the boom.
(click photo to view larger)

BMP Training Video for Restaurants

The County is currently producing a training video for restaurant managers to use for employee education on Stormwater Best Management Practices (BMPs). This video will be produced in both English and Spanish. The video is expected to be completed by Spring of 2008. To find out more about the video, please contact patricia.condon@ogilvypr.com. ♠

Copermittee SPOTLIGHTS

The City of Malibu utilized the County's non point source enviroscape in October 2007, at the City's "Wallflower" Organic & Eco Festival at Legacy Park hosted by actor and environmentalist, Ed Begley Jr. For information about borrowing one of the County's envirosapes or to learn about other materials available, please contact patricia.condon@ogilvypr.com.

These cities have also recently made use of County Stormwater Campaign materials:

- Alhambra
- Monterey Park
- Palos Verdes Estates
- Pasadena
- Redondo Beach
- San Dimas
- Torrance
- Walnut

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All email addresses and website URLs in the newsletter can be clicked on to link you to your email application or the internet for more information. You also can click on photos to view them in greater detail.



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Enviroscape

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