



3 RIVERS PROUD

August 4, 2017

Dear Municipal Leader,

On July 31, ALCOSAN launched its new awareness initiative, 3 Rivers Proud. The initiative includes a micro website (www.3riversproud.com), radio and print ads, Facebook, Google and other digital messages and ads, a brochure, posters on and in Port Authority buses and light rail vehicles and billboards throughout the service territory.

The purpose of this project is to educate the public about the importance of the work done by ALCOSAN and its municipal partners to protect our rivers and streams, and enlist citizens in taking action to implement the Clean Water Plan.

Our research tells us people feel that the rivers define our region. People have great pride in where they live and a desire to make a positive impact. They feel a responsibility for making our region a better place to live for future generations. The research also shows that the public needs more information in order to support rate increases and other impacts to their lives as our mutual work goes forward.

The micro website is the hub of the campaign. It features our campaign theme illustrated with photos of some of our employees, videos, animations, a blog, explanation of the Clean Water Plan, links to our Clean Water Assistance Fund and much more. We will continuously update and add content to the website.

One website highlight is the events page, which provides details of community and ALCOSAN events. We want to help publicize your community's events on this site. To do that we will need:

- Event Name
- Event date
- Event time
- Event location
- Website for support information (if applicable)

Please send information for all your events to Kimberly Marunczak, ALCOSAN Municipal Relations at kimberly.marunczak@alcosan.org or call her at 412-734-6289.

We hope you will find that this initiative is helpful and keeps your community informed and supportive as we all work for clean water. We will be happy to provide you with brochures and fact sheets, information for your newsletter and other publications, along with information and supplies for our other ongoing programs including Green Revitalization of Our Waterways and Pups for Clean Water. If you need more information, please don't hesitate to call Kimberly Slater-Wood, manager of municipal relations and outreach, at 412-734-6272.

Sincerely,

Sylvia C. Wilson
Chair, ALCOSAN Board of Directors