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FOR IMMEDIATE RELEASE
Date: Tuesday, January 5, 2021

WISCONSIN SALT AWARENESS WEEK GOES VIRTUAL

Residents encouraged to learn about the impact of road salt from free programs

(Waukesha, WI) – Waukesha County Parks and Land Use invites residents to tune in daily during the WI Salt Wise Partnership's "Wisconsin Salt Awareness Week" to learn how road salt affects our drinking water, pets, freshwater ecosystems, and more. The expert-led series of talks will be livestreamed on YouTube from Monday, January 11 to Friday, January 15, 2021.

"Waukesha County through our sustainability efforts, is committed to managing salt use on our roadways to reduce water quality impacts while providing safe winter driving conditions" said Waukesha County Executive Paul Farrow. "These talks are a great opportunity for businesses and homeowners to learn how they can join us in using the right amount of salt to help keep our waters safe."

Wisconsin Salt Awareness Week will be featuring seven speakers over five days with daily livestreams from 12:30-1:00 p.m. Residents, businesses and community leaders can all learn more about the issue of road salt: why we should use less, what the dangers are if we don't, and how to get involved. The presentations can be viewed on WI Salt Wise's YouTube Channel at: https://www.youtube.com/channel/UChExOSekqfegfFicF7l6RXg

Waukesha County uses brine pretreatment and covered salt storage to reduce salt use and runoff into waterways. Coordinated efforts between government agencies, businesses, and citizens will cut down how much we spend on salt, keep our rivers clean, and make our roads safe all at once.

Becoming more educated on the true cost of salt is an easy way to start getting involved. Speakers will cover a variety of topics. Learn more about WI Salt Wise and Salt Awareness Week at www.wisaltwise.com.

Detailed speaker schedule available below.

(more)

Wisconsin Salt Awareness Week Speakers
January 11 - 15, 2021
Livestream daily 12:30 p.m. - 1:00 p.m.
YouTube: https://www.youtube.com/channel/UChExOSekqfegfFicF7l6RXg

Date	**Topic**	**Speaker(s)**
Monday, January 11, 2021	Salty Streams and Formerly Freshwater Lakes: An Ecosystem Perspective	Hilary Dugan (UW) & Bill Hintz (University of Toledo)
Tuesday, January 12, 2021	Be Salt Wise and Pet Smart	Brian Ray (Belle City Veterinary Hospital)
Wednesday, January 13, 2021	Salt your Dinner, not our Drinking Water	Amy Barrileaux (Madison Water Utility) & Kevin Masarik (UW-Extension)
Thursday, January 14, 2021	Put your House/Business on a Low-Salt Diet	Juan Lopez (Hellenbrand Water Center) & Mathew Maier (Envirosealers LLC)
Friday, January 15, 2021	Salt Reduction Champions	Video montage of success stories from across the state.

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