

FOR IMMEDIATE RELEASE
July 19, 2004

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SALMON LEAPING FROM WATER FOUNTAINS AND UP PLAYGROUND SLIDES

New Salmon-Safe Public Service Ads Begin On Monday And Continue All Summer; Portland Parks certified under nation's first water quality and habitat standards for urban parks

Scenes of salmon climbing a park slide or leaping from a playground water fountain are among the images that will greet Portland commuters starting Monday, July 19. The public service ads are part of a summer-long awareness campaign by Salmon-Safe that publicizes the city of Portland's new adoption of Salmon-Safe management standards for pesticide reduction, streamside conservation, irrigation efficiency, and other salmon-friendly practices in parks.

The ads, on buses, billboard and newspapers, will reach a projected daily audience of more than 600,000 people, with the intent of recognizing the environmental accomplishment of Portland Parks while engaging the urban public in protecting the Willamette watershed through the campaign's www.salmonnation.com web site. "We're seeking to inspire Portlanders to think about how the fish-friendly practices used by the city in their neighborhood park might be applied in their own backyards," said Dan Kent, Salmon-Safe managing director.

The media campaign is the latest offering from Salmon-Safe, an organization that has been certifying agricultural land since 1996 as a powerful means to encourage farming practices that protect and restore salmon habitat. This summer's parks campaign marks Salmon-Safe's first certification of land within a city.

Since 1996, over 35,000 acres of farmland have become Salmon-Safe certified, including 70 vineyards that represent a third of Oregon's total vineyard acreage. Other Salmon-Safe products range from hazelnuts to fruits and vegetables, herbal medicinals, bison meat, grass seed, and cut flowers.

To qualify for Salmon-Safe certification, municipalities must meet rigorous conservation guidelines. These include promoting natural methods to control weeds and pests, reducing stormwater runoff from parking lots, planting trees near streams to keep them cool enough for fish to thrive, improving irrigation practices, and incorporating fish-friendly design in all future park development.

The public service ads are created by pro bono ad agency Livengood/Nowack and web design firm ISITE Design. Salmon-Safe's partners in the campaign include Ecotrust, the city of Portland's River Renaissance program, and media sponsors Obie Media and Clear Channel Outdoor.

For photoshoots: please call Dan Kent to find out billboard locations and routing of buses. Graphics download: To download the press release with graphics, please visit: <http://www.salmonsafe.org/media/press.cfm>.



sample transit ad

*agency:
Livengood/Nowack*

*photographer:
Ancil Nance*

*location:
Laurelhurst Park*

