

Subj: **Fwd: IPM PSA's**
Date: 6/21/99 5:31:15 PM Pacific Daylight Time
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To: shiestand@yahoo.com
CC: sheilat@sjm.infi.net, OrorkePR

In case you haven't seen it, this forwarded message provides the second round of media pitches that will be made this week (starting Wednesday) about the *Our Water, Our World* campaign. As I suggested last week, this is a good excuse to check in with your stores to make sure they are ready and a good chance for them to see how much effort we are putting in to this.
Geoff

Forwarded Message:

Subj: **IPM PSA's**
Date: 6/21/99 2:42:39 PM Pacific Daylight Time
From: sheilat@sjm.infi.net (Sheila Tucker)
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Below please find the final draft of the IPM public service announcements. The pitch is scheduled to begin Wednesday (June 23) morning. If you have any further questions, please call me at 408/356-3970. Thanks for all your input.

Ants. When they're marching through your house and yard, do you run out

and buy the strongest pesticide on the shelf? Wait! There's a better solution. Find it at one of 120 participating Bay Area nurseries and hardware stores. Look for the "Our Water Our World" symbol. For the location of the store or nursery nearest you, call 1-888-BAYWISE.

That's
B-A-Y-W-I-S-E.

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Aren't fleas the peskiest insects? Keep fleas off your pets and out of your yard without using pesticides that can pollute local creeks and the Bay. Call 1-888-BAYWISE to find the store or nursery nearest you that is

ready to help you control fleas using less toxic methods. That's 1-888-BAYWISE. Again that's 1-888-B-A-Y-W-I-S-E.

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Take a stroll through your garden. Got Bugs? Don't grab those super

strength pesticides that kill everything in sight. Some insects are actually beneficial to your yard. You need them! Participating Bay Area stores and nurseries have information for you on how to protect the good bugs in your yard. For the store nearest you, call 1-888-BAYWISE. That's 1-888-B-A-Y-W-I-S-E.

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You've probably read in the news about the harmful effects pesticides have on wildlife and the environment. Don't despair, there are less toxic ways to manage those pesky bugs. Look for the "Our Water Our World" symbol at participating stores and nurseries around the Bay Area. Call 1-888-BAYWISE for the store or nursery nearest you. You can get rid of bugs without polluting local creeks, the Bay or Delta.

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If you've heard about the dangers pesticides pose to our waters, you probably want to make the move to less toxic pest control products. Nearly 120 Bay Area stores are ready to help you solve your pest problems with less toxic methods. Look for the "Our Water Our World" symbol. For the store or nursery nearest you call 1-888-BAYWISE. That's 1-888-B-A-Y-W-I-S-E.

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Do you use toxic pesticides to get rid of those pesky ants and aphids? Call 1-888-BAYWISE to find the store or nursery nearest you that's ready to help you control pests without polluting local creeks and the Bay.

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Are aphids taking over your garden? Watch out! Using toxic pesticides can kill birds, bees and everything else too! Call 1-888-BAYWISE to find out how you can control aphids without harming wildlife and the environment.

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Got bugs in your home or garden? Look for the "Our Water Our World" symbol or call 1-888-BAYWISE to find the store or nursery nearest you that can help you solve bug problems using less toxic methods.

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Got bugs in your home or garden? Call 1-888-BAYWISE to find a store or nursery nearest you that can help you solve bug problems using less toxic methods.

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