



## PRESS RELEASE



### **May 20, 2010: WEST BLOOMFIELD TOWNSHIP LAUNCHES RIVERSAFE PROGRAM**

The Charter Township of West Bloomfield launched its *RiverSafe Home Program* on the 40<sup>th</sup> Anniversary of Earth Day. The *RiverSafe Home Program* provides recognition to township residents for taking an active role in protecting the water resources of West Bloomfield. Water resources include wetlands, streams and lakes.

The program gives residents the opportunity to identify the water quality protection activities that they do well and consistently around their home. It also provides an opportunity for residents to commit to other proactive and “easy to do” pollution preventing activities around their homes. Residents that enroll in the program will receive a *RiverSafe Home Program* plaque that they can proudly display at their home.

To become a *RiverSafe Home*, residents must simply complete a user-friendly online survey after reading brief descriptions of pollution prevention categories. Pollution prevention categories include Home Toxics Use and Disposal, Yard Care and Outdoor Housekeeping, Vehicle Care and Pets and Urban Wildlife Waste.

The program will serve as the brand for future environmental education activities within the township and will help ensure more residents do their part to protect our cherished environment. Additionally, the *RiverSafe Home Program* satisfies many of the public education requirements of its federal storm water permit.

“The launch of the *RiverSafe Home Program* further strengthens West Bloomfield as a leading environmental community within the region, state and country,” states Marshall Labadie, Development Services Director. “The township is committed to developing a truly sustainable future for the community.”

West Bloomfield is the part of the headwaters of three watersheds (Rouge River, Huron River and Clinton River) and has 28 lakes, 150 ponds, 1,500 acres of protected wetlands and over 2,500 acres of protected woodlands.

To enroll, residents should visit the township website at <http://www.wbtwp.com>.

**For More Information Visit:  
<http://www.wbtwp.com>**