

**PRESS RELEASE**

October 10, 2005

Contact: see below

***Great Lakes, Great Michigan* Launch Ads Urging  
Legislators to Protect Michigan Waters  
Radio and Newspaper Ads Draw Attention to Need for Water Use Laws**

Lansing — The *Great Lakes, Great Michigan* coalition launched an ad campaign today to convince the legislature to pass strong water use laws this fall. Large water users have long been able to treat Michigan's waterways and the Great Lakes like their own, drying up wells, ponds, and wetlands, and even sending Michigan's water to other states and far off places.

"Our waters are what make Michigan a great place to live, but unlike other Great Lakes states, Michigan does not have laws protecting our water from irresponsible use," said Lisa Wozniak, Executive Director at Michigan League of Conservation Voters. "By getting our message out through these ads, we can help convince the legislature to pass strong, bipartisan laws this fall."

The radio ads began airing today on Magic 105.1 in Detroit and WMUS FM in Muskegon. They will continue throughout the week and are expected to reach nearly 90,000 people. Newspaper ads will run Sunday in Detroit area and Muskegon newspapers, with a combined readership of nearly 70,000 people. The ads direct people to [www.greatlakesgreatmichigan.org](http://www.greatlakesgreatmichigan.org), where they can send an e-mail to their lawmakers urging them to pass strong water use laws this fall. The ad campaign may continue in other parts of the state throughout the fall.

"Right now our lawmakers have an historic opportunity to stop Michigan's water free-for-all," said Kelly Dardzinski, PIRGIM Environmental Advocate.

*Great Lakes, Great Michigan* is an unprecedented coalition of 22 organizations that have joined together to advocate for strong new measures to stop the diversion of Great Lakes water and protect lakes, rivers, and streams from the impacts of irresponsible water use. The coalition unveiled its plan for water protection in May 2005 and has been working with the legislature ever since to craft comprehensive water use measures.

Specifically, the *Great Lakes, Great Michigan* plan:

- Prohibits new diversions of Michigan's water out of the Great Lakes Basin whether in a pipe, tanker, or bottle;
- Protects Michigan's lakes, streams, wetlands and other natural resources;
- Encourages water conservation and efficient use of our water; and
- Requires all large water users to report their usage to the state.

"By passing laws that incorporate the *Great Lakes, Great Michigan* platform, Michigan can rein in irresponsible water users who have been leaving citizens and natural resources to pay the price for the strain they've been creating on our water resources," said Grenetta Thomassey, Policy Specialist for Tip of the Mitt Watershed Council.

The 60-second radio ad is set to the sound of steadily dripping water with a female narrator explaining why unlimited water withdrawals are threatening the Great Lakes and other waterways. The ad finishes with the message, "Let's keep Michigan's water working for Michigan." To listen to the ad, visit [www.greatlakesgreatmichigan.org](http://www.greatlakesgreatmichigan.org).

“Average citizens can and should be a part of the collective voice urging our legislators to protect the Great Lakes and other waterways,” said Cyndi Roper, Great Lakes Policy Director for Clean Water Action.

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