



NEWS RELEASE  
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### THE GROUNDWATER FOUNDATION LAUNCHES "LET'S KEEP IT CLEAN!" CAMPAIGN

LINCOLN, NEBRASKA -- The Groundwater Foundation is launching a new campaign, "Let's Keep It Clean!" The goal is to empower the people of Nebraska to play a key part in protecting their groundwater. The main objectives of the campaign are to create awareness and understanding of the vital resource and provide tools for individual communities to take proactive steps to ensure a safe, lasting supply.

"One of our most precious resources in the state of Nebraska is our groundwater," Groundwater Foundation President Jane Griffin said. "It's the water we drink, the water that grows our food. Each of us relies on it and it relies on us so let's keep it clean."

The Groundwater Foundation staff will be working within communities all across Nebraska. The Groundwater Foundation will help communities put a plan into action by meeting with local leaders. It will generate awareness and inspire action in the communities by participation in city-wide events and presentations to local businesses. More detailed information is available by clicking on the "Let's Keep It Clean!" button on the Groundwater Foundation's website, [www.groundwater.org](http://www.groundwater.org).

"Individuals and communities are invited to visit the website to learn more about groundwater and the vital role it plays in our lives, to find out what is happening in their area of the state and how they can become involved in a pro-active manner," Griffin said. "What better time than during National Groundwater Awareness Week (March 7-13) to get involved!"

For more information about The Groundwater Foundation and the Let's Keep It Clean! campaign, call 1-800-858-4844. The project is sponsored by the Nebraska Department of Environmental Quality and the Water Systems Council.

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The Groundwater Foundation is a non-profit organization based in Lincoln, Nebraska with a mission to educate people and inspire action to ensure sustainable, clean groundwater for future generations. Since its inception in 1985, the Foundation has offered various educational programming for youth and adults. To learn more, visit [www.groundwater.org](http://www.groundwater.org). Become a fan of The Groundwater Foundation on Facebook or follow it on Twitter (see a link from the home page).

MEDIA NOTE: The Groundwater Foundation has radio spots, print ads and TV spots available as PSAs. Staff at the Groundwater Foundation are also available for interviews.