

Responsible Flushing Alliance #FlushSmart Campaign

Press Release Templates for Flush Smart Month 2024

Sharing your involvement in Flush Smart Month with the media can show the world that you take community health seriously and are a credible source of information when it comes to flushing smart. See below for a template to help you build a press release and get the word out with ease. We are including a version for companies and wastewater agencies.

For RFA Members:

[COMPANY NAME] Joins Responsible Flushing Alliance in Annual #FlushSmart Celebration

[CITY, State]— (July 1st, 2024) Today, the Responsible Flushing Alliance (RFA) and **[COMPANY NAME]** kick off the expanded annual observance of #FlushSmartMonth. Flush Smart Day was introduced two years ago on July 1, but as RFA is picking up speed and increasing the creativity and reach of its educational activations, Flush Smart Day is now Flush Smart Month! A full month focused on the importance of responsible flushing and the vital role of education.

The Flush Smart Month mission is to increase awareness of the “Do Not Flush” symbol on wipes packaging and consumer education efforts to help Americans protect their homes, community wastewater systems and pipes infrastructure from unnecessary fatbergs and clogs.

[YOUR QUOTE HERE – Consider sharing your company’s mission and support for the “Do Not Flush” symbol and RFA. 2-3 sentences, max.]

When items that shouldn’t be flushed—such as wipes with the “Do Not Flush” label—go down the toilet, they can congeal with fats, oils and grease (FOGs) to create concrete-like masses known as fatbergs. These clogs can cause problems for homeowners and communities at large.

On average, it costs about \$300 to \$450 to repair the damage to home plumbing systems caused by clogs. And if it requires a whole house re-pipe, the average cost can range from \$4,000 to \$15,000. When it comes to municipalities, costs can vary—but estimates show estimates show that local public agencies throughout the U.S. (and the ratepayers they represent) spend more than \$440 million each year to repair wastewater treatment equipment and respond to sewer overflows caused by improper flushing of non-flushable wet wipes.

Sewage leaks and spills caused by clogs can also potentially contaminate our environment and water supply. Especially in times of drought, maintaining proper flushing habits will help protect our critical infrastructure and our communities’ precious groundwater and other freshwater sources.

States including California, Washington, Oregon, Illinois, Colorado, Michigan, and New Jersey have enacted Proper Wet Wipes Labelling Laws. Now consumers across the country can find the “Do Not Flush” symbol on non-flushable wipes, including baby wipes, household cleaning wipes, and facial wipes, to name a few. Wipes manufacturers support RFA’s consumer education efforts, known as the

#FlushSmart campaign, to help promote the symbol and shed light on this important but often overlooked topic.

The RFA officially launched the #FlushSmart campaign in 2022 and has since reached millions of consumers with education about proper flushing and become an important player in the effort to protect our wastewater systems, environment and communities. Consumer research shows increasing flushing awareness with 90% of respondents indicating that they are at least somewhat knowledgeable about what can be flushed safely in 2023.

"RFA saw great results in increased awareness in 2023 due in large part to our creative approach to education," said RFA President Lara Wyss. "We are inspired to continue thinking outside the box to meet consumers where they are with information that they simply can't miss. This year, we've amped up the volume and creativity even more, kicking off Flush Smart Month with a first-of-its-kind activation at VidCon Anaheim featuring unexpected content that brings consumers – and a surprising hero – into a film noir-inspired mystery to uncover the true crimes of bad flushing."

If you're interested in learning more about the #FlushSmart campaign or the Responsible Flushing Alliance, visit www.flushsmart.org. And for more information regarding [COMPANY NAME HERE]'s participation with RFA, please reach out to [MEDIA CONTACT PERSONNEL] at [CONTACT INFO HERE].

About Responsible Flushing Alliance

The Responsible Flushing Alliance (RFA) is a 501(c)(6) non-profit organization dedicated to national consumer education programs focused on what not to flush. RFA's goal is to change consumer behavior to help reduce damage to our nation's sewage systems caused by objects and materials not designed to be flushed.

About [YOUR COMPANY]

[YOUR BOILER PLATE DESCRIPTION]

Contacts

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206-486-4570

For Wastewater Agencies:

[WASTEWATER AGENCY NAME] Joins Responsible Flushing Alliance in Annual #FlushSmart Month Celebration

[CITY]— (July 1st, 2024) Today, the Responsible Flushing Alliance (RFA) and [WASTEWATER AGENCY NAME] kick off the expanded annual observance of #FlushSmartMonth—the evolution of Flush Smart Day, which began in 2022 as a time to amplify the "Do Not Flush" symbol and accompanying consumer education efforts. Now, the day is expanding into a full month focused on helping [CITY/STATE]

RESIDENTS understand the importance of proper disposal habits. **[WASTEWATER AGENCY NAME]** recognizes Flush Smart Month and joins RFA in promoting smart flushing habits for the benefit of our homes, wastewater infrastructure and the environment.

When items that shouldn't be flushed—such as wipes with the “Do Not Flush” label—go down the toilet, they can congeal with fats, oils and grease (FOGs) to create concrete-like masses known as fatbergs. These clogs can cause problems for homeowners and communities at large.

[YOUR QUOTE HERE – Consider sharing your agency's unique/recent experiences with fatbergs and clogs-related repairs and how the “Do Not Flush” symbol can help flushers make the right choice for their home and community plumbing. 2-3 sentences, max.]

On average, it costs about \$300 to \$450 to repair the damage to home plumbing systems caused by clogs. And if it requires a whole house re-pipe, the average cost can range from \$4,000 to \$15,000. When it comes to municipalities, costs can vary—but estimates show that local public agencies throughout California (and the ratepayers they represent) are spending more than \$47 million annually to repair wastewater treatment equipment and respond to sewer overflows caused by improper flushing.

Sewage leaks and spills caused by clogs can also potentially contaminate our environment and water supply. Especially in times of drought, maintaining proper flushing habits will help protect our critical infrastructure and our communities' precious groundwater and other freshwater sources.

In response to this growing problem, states including California, Washington, Oregon, Illinois, Michigan, New Jersey, and Colorado have enacted Proper Wet Wipes Labelling Laws. Now consumers across the country can find the “Do Not Flush” symbol on non-flushable wet wipes, including baby wipes, cleaning wipes, facial wipes, and others commonly used in a bathroom setting.

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About **[YOUR ORGANIZATION]**

[YOUR BOILER PLATE DESCRIPTION]

Contacts

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