



## Severn Sound Environmental Association

67 Fourth Street  
Midland Ontario L4R 3S9  
Tel: 705-527-5166 Fax: 705-527-5167  
Web-site: [www.severnsound.ca](http://www.severnsound.ca)



Yellow Fish Road™  
Trout Unlimited Canada

FOR IMMEDIATE RELEASE

July 21, 2016

### MEDIA RELEASE

#### YMCA Day Camp Group Learns How To Keep Local Waterways Clean

MIDLAND – Kids from the YMCA camp group learned about the importance of keeping pollutants from reaching local waterways through storm drains, by participating in a Yellow Fish Road™ marking event, presented by the Severn Sound Environmental Association (SSEA). The group listened to a presentation and identified the impacts of various potential pollutants that could enter storm drains and what effect they could have on local lakes, rivers, and streams. During the marking event from First to Eighth Street in Midland, the group marked 46 drains, handed out 98 fish hangers, and picked up 7lbs of litter.

Trout Unlimited Canada started the Yellow Fish Road™ program in 1991 with a goal to raise awareness about the effects of pollutants such as soap, motor oil, fertilizers, and pet waste that commonly end up in storm drains. In most municipalities, water that enters storm drains flows untreated directly into local waterways. This can negatively affect wildlife, drinking water and water quality in general.

The SSEA offers this program on an annual basis to schools, camps, clubs, community groups, etc. For more information about participating, visit the SSEA website at [www.severnsound.ca](http://www.severnsound.ca) or call the SSEA office at 705-527-5166.

-30-

Chantel Desrochers  
Climate Change Field Technician  
Severn Sound Environmental  
Association  
Phone: (705) 527-5166,  
Fax: (705) 527-5167  
Email: [sseastudent@midland.ca](mailto:sseastudent@midland.ca)

