

## **Mobile Area Water & Sewer System (MAWSS)**

### **News Advisory**

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### **MAWSS “It’s Easy to be Ungreasy” Campaign Selected for National Award**

Mobile Area Water & Sewer System’s (MAWSS) grease recycling campaign, “It’s Easy to be Ungreasy,” has been selected to receive a National Environmental Achievement Award from the National Association of Clean Water Agencies (NACWA). The award, given for outstanding educational programs, will be presented during NACWA’s 2010 Summer Conference, July 20, in San Francisco.

The upbeat multi-media campaign, developed for MAWSS by Lewis Communications, is designed to educate and encourage the public to recycle household cooking grease and not pour it down the drain, a practice that often results in blockages and overflows in the sanitary sewer system. Utilizing a catchy jingle, animated television spot, community events and recycling receptacle give-aways, the campaign has helped to significantly reduce the number of grease related sewer overflows. According to Public Affairs Manager Barbara Shaw, before the program began in 2006, grease blockages were the leading cause of sewer overflows in the MAWSS system.

“The public embraced this program as an easy way to help keep the environment clean,” said Shaw. Since starting the program, MAWSS has seen an almost 75 percent reduction in sewer overflows caused by grease blockages. At the same time, the gallons of grease recycled each year continue to grow. “We thank those who are participating and encourage them to keep recycling to keep our environment and waterways clean,” she continued.

MAWSS grease containers are available at recycling cages located around town. When the container is full, you bring it back and get another. MAWSS also encourages the use of other containers for grease, so long as they are sealed and leak proof. The grease is recycled by Birmingham Hide and Tallow into industrial lubricants, animal feed and bio diesel fuel.

For more information on the program as well as recycling locations, visit [www.itseasytobeungreasy.com](http://www.itseasytobeungreasy.com) or call 694-3100.

#### **About MAWSS**

Mobile Area Water and Sewer System (MAWSS) is one of the largest environmental and public health protection institutions in the Mobile metropolitan area. MAWSS is dedicated to the protection and enhancement of the health, safety and economic well-being of the community through responsible management of water resources, while providing superior customer service. The MAWSS Board of Commissioners and staff of talented professionals are dedicated to providing exemplary drinking water to customers' homes and businesses, and collecting and treating wastewater so it can be safely and beneficially returned to our environment. For more information, visit [www.mawss.com](http://www.mawss.com).