

RainScaping Campaign Promotes “Beautiful Solutions to Water Pollution”

Did you know that stormwater runoff is *the* major cause of water pollution throughout the entire Chesapeake Bay watershed?

Working together, over 30 (and growing) partners are implementing a RainScaping Campaign to improve the health of Anne Arundel County’s tributaries and the Chesapeake Bay. The campaign will highlight pollutants carried to our waterways in stormwater runoff such as sediment, excess nutrients from overuse of fertilizers, pesticides, oils, metals, and other contaminants; as well as the lack of natural filtering processes and infiltration. The RainScaping Campaign will promote a comprehensive approach to easy-to-use solutions to clean up our streams, creeks, rivers, and the Chesapeake Bay. RainScaping techniques such as rain gardens, native tree and shrub planting, rain barrels, and permeable pavers are proven and widely-accepted “beautiful landscaping techniques” that effectively manage stormwater runoff at the source, while protecting natural resources and providing wildlife habitat.

Urban and suburban landowners that understand the importance of rainscaping, but may not have the tools, knowledge or inspiration to start rainscaping on their own, are our target audience. Through the efforts of the RainScaping Campaign, they will be empowered to actively participate in rainscaping activities which will result in reduced pesticide and fertilizer use, better management of pet waste and trash, and the installation of rain gardens and other landscaping techniques to eliminate polluted runoff.

The Campaign Partners will officially launch the RainScaping Campaign and the RainScaping.org website with a Campaign Kickoff at the rain gardens at the Chesapeake Ecology Center, located on the grounds of Adams Academy Middle School, 245 Clay Street, Annapolis, Maryland, on Earth Day, April 22, 2009, from 10:00 – 11:00 a.m. There will be an opportunity to tour several rain gardens as well as hear from partners, sponsors, and public officials about the importance of this effort. We hope you’ll join us! No RSVP is required. (In case of rain, the Campaign Kickoff will be held in the Adams Academy gymnasium.) For further information, please contact Zora Lathan at zoralathan@earthlink.net.

The RainScaping Campaign is sponsored by the 2008 Chesapeake Bay Small Watershed Grants Program—administered by the National Fish and Wildlife Foundation—and RainScaping Campaign Partners.