



FOR IMMEDIATE RELEASE

***Contact: General Manager Paul Bushee
(760) 753-0155***

Wastewater Agency Launches “No Wipes” Campaign

Leucadia Wastewater District, like other wastewater agencies across the nation, is experiencing an increase in maintenance due to the popularity of personal cleaning wipes getting flushed down the toilet. In response, the District is launching a public awareness campaign to address the issue. The message is “No Wipes Down the Pipes”.

“Despite the fact that labels say that wipes are flushable, they are not. They will go down the toilet but because wipes don’t break down like toilet paper, they often get caught on roots and other obstructions and can cause clogs in pipelines and pump stations,” says LWD General Manager Paul Bushee. “They can also cause sewage backups into people’s homes.”

To combat the increase in wipes use, the District has recently focused its Fall newsletter on the issue and has placed large signs reading “No Wipes Down the Pipes” on all District vehicles. The District is also using door hangers to reinforce the wipes message, has refrigerator magnets available for the public, and is repeating No Wipes messages on its Facebook page.

In addition, LWD, through its Teacher Grant Program, worked with Flora Vista Elementary School in Encinitas for production of an anti-wipes video called “The Interrogation”, which can be seen on LWD’s website home page.

“We hope that the awareness campaign will help alleviate this problem because it’s costly to increase maintenance and we want to avoid spills at all costs,” added Bushee.

Established in 1959, Leucadia Wastewater District collects, transports, treats and disposes of wastewater for approximately 60,000 customers in a 16-square-mile area that includes La Costa, Leucadia and the Village Park area of Encinitas. The District disposes of nearly 4 million gallons of treated wastewater and produces nearly 1 million gallons of recycled water daily. District operations maintain a highly technical system of equipment, pump stations and pipelines used to safely transport wastewater to ensure protection of our local wetlands and beaches and the public's health and safety.

###

***District Office: 1960 La Costa Avenue, Carlsbad, CA 92009-6810
(760) 753-0155, Fax: (760) 753-3094
www.lwwd.org***

******end******