



## The *I Love Long Island* Campaign

Here on Long Island, water is a critical part of our life. Our drinking water comes from ancient aquifers that lie deep underground, and our surface waters provide seafood, jobs and recreational opportunities for millions of people.

But we have been polluting our ground and surface waters with sewage, pesticides, pharmaceuticals, fertilizers and other pollutants for years, threatening the viability of our aquifers, rivers, bays and beyond. Excess nitrogen is contributing to algal blooms and fish kills, and pesticides are threatening the quality of our drinking water.

As government agencies consider various proposals to solve these complex problems, many Long Islanders are asking what they can do to help. The "*I Love Long Island*" campaign is designed to provide homeowners with a simple and effective way they can help by eliminating the use of high nitrogen fertilizers and chemical pesticides on their lawns.

*(over, please)*

**"I Love Long Island"** is a multi-dimensional program that includes yard signs for homeowners, in-store signage for participating retailers, and a Consumer Pledge not to use pesticides or high nitrogen fertilizers. Pledges and yard signs are being distributed through dozens of local organizations; residents can also sign the Pledge and order lawn signs online.

A growing number of local landscape contractors are offering non-chemical lawn programs, and a list of participating landscapers is available on the campaign website, together with a list of local retailers that carry non-toxic lawn care products.

Please join your friends, neighbors, community organizations and dozens of environmental groups on Long Island by taking these simple steps to protect our precious water resources.

*And tell your kids why you are doing it!*



**[www.ILoveLongIsland.org](http://www.ILoveLongIsland.org)**