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beyond clean water...

News Release

FOR IMMEDIATE RELEASE

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ALCOSAN Launches “Flush Cleveland” Campaign in Open House Competition: *September 19 events at both cities’ wastewater treatment plants offer Pittsburghers an opportunity to Beat the Browns*

Pittsburgh – September 2, 2015 – On Thursday, September 3 from 5 to 8 p.m., Steeler fans and Rib Fest attendees, as well as anyone caught in traffic, will get the word from above: **“Beat Cleveland at ALCOSAN Open House 9/19.”**

This message from on high will be delivered by airplane, showing that ALCOSAN is determined to win the challenge from the Northeast Ohio Regional Sewer District – based in Cleveland – to have the most guests and the most tweets on September 19, when both wastewater treatment plants hold their Open House events.

“The Black and Gold has never backed away from a challenge, and we have no intention of starting now,” said Jeanne Clark, Public Information Officer for ALCOSAN. “We need all of Pittsburgh – Steeler fans, rib enthusiasts, sewer users and aficionados – to step up and overwhelm the ‘mistake on the lake’ with sheer numbers and enthusiasm. We will make this year’s Open House the best yet, and make sure the world knows about it.

“Cleveland claims its Open House will be ‘Bigger, Better, Awesomer.’ Seriously?” said Clark. “ALCOSAN’s Open House has everything – live entertainment, fun and games, hands-on science experiments, guided tours of the laboratory and the treatment plant (with more than twice as much water cleaned each day than Cleveland’s), extra credit for students, food and prizes, the fishing pond and Envirobowl. We’ll have a huge aquarium filled with fish caught from the Ohio River just hours before. Truly awesome nature exhibits, with exotic snakes, dragons, and other rescued animals. They have the Dawg Pound, but we have Pups 4 Clean Water, along with the Mad Scientist and the Nutty Professor. And it’s all free – including a shuttle from the North Shore T station. Cleveland isn’t even a contender!”

The challenge has two parts: to have the most guests to the respective Open House events, and to have the biggest Twitter, Facebook, and Instagram presence. Guests can preregister for the event online at www.ALCOSAN.org

“Black and Gold nation can also help beat Cleveland by posting pictures and trash talk to Twitter, Facebook, and Instagram with the hashtag, #TOURPGH – and mention @AlcosanWWTP in the message. In addition, we all need to make sure our friends and family know how important it is that they attend this year’s Open House. Remember, ‘When ya gotta go, ya gotta GO PITTSBURGH!’” concluded Clark

ALCOSAN is one of the region’s premier environmental and public health organizations, treating wastewater for 83 Allegheny County communities, including the City of Pittsburgh. The authority enhances the community’s quality of life and safety by working to protect drinking water, rivers, and streams, and making the Pittsburgh region a great place to live, work, and play. ALCOSAN’s 59-acre treatment plant processes up to 250 million gallons of wastewater daily, and is one of the largest such facilities in the Ohio River Valley.