

MONDAY, December 2, 2002

Conrod Associates Newsletter

Pinellas County Edition

Program of Science Education, Water Conservation Highlight Launch of High Tech Florida Water Reclamation Facility



Science in Action: Pinellas County High school students test water samples as part a comprehensive program of water science and conservation education



St. Petersburg, Florida, December 2, 2002 – Developed by Conrod Associates Communications for Pinellas County, Florida and the School Board of Pinellas County, the *Discover a Cleaner Tomorrow* educational program teaches the science of water reclamation, water management and conservation.

The program focuses on the advanced science used to reclaim water at the South Cross Bayou Water Reclamation Facility. The educational program features science curriculum and activities that begin in the classroom and are supported by a specially designed video, workbooks, hands on experiments and an on site tour of the facility. The *Discover a Cleaner Tomorrow* program affords Pinellas County high school students the opportunity to see science in action and apply what they learn in the classroom. The program also promotes a deeper understanding and appreciation of water management and water conservation. During the tour, students will conduct hands-on water tests and compare their results with other students' work and with Department of Environmental Protection standards. The *Discovery a Cleaner Tomorrow* program supports National Science Standards, Sunshine State Standards and preparation for the Florida FCAT.

For more information contact Daniel Govan at 202-464-0108 or govan@conrod.com

Special Cast of 3-D Animated Characters Teach State of the Art Science and Water Conservation



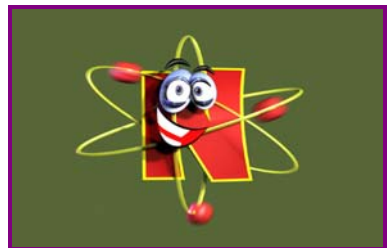
"Mike Robe" takes students deep into the process of water reclamation



"Jon D. John," teaches science and water conservation



Mike Robe has a close encounter with E-Coli



"Big Nitro" demonstrates the role of nitrogen