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NEWS RELEASE

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CONTRA COSTA MOSQUITO & VECTOR CONTROL DISTRICT WINS AWARD FOR PESTICIDE SPRAY NOTIFICATION EFFORTS

– Award is for Best Use of Internet & New Media –

CONCORD, CALIFORNIA - - The Contra Costa Mosquito & Vector Control District's online notification system garnered them an award in the Best Use of Internet and New Media category in the 2008 Impact Awards from the League of American Communications Professionals.

The District utilizes the online newsletter service by Constant Contact, turning it into a notification system in order to deliver permission-based, automatic e-mails to subscribers wishing to learn when and where the District fogs or sprays for mosquitoes.

“As a public health agency, our District acts immediately upon learning that public health is at risk from mosquito-borne diseases,” said Craig Downs, general manager with the District. “Our swift action to control mosquitoes doesn't always fit the time line for traditional communication methods. With the online notification system, the public and the media have everything they need at their fingertips soon after we make the decision to fog or spray for adult mosquitoes in residential areas.”

The online notifications include the time and place of the spray efforts, detailed street maps, links to the pesticide used as well as many other important links. Daily efforts to control mosquito larva or adult mosquitoes in non-residential areas are routine and no notification is given.

“The way in which the District uses Constant Contact is truly creative and unique. Using it on a regular basis to notify their constituents about spray dates and locations is truly innovative; a use for our product not seen before in our business,” said Stu Carty of Constant Contact.

People wishing to be notified about adult mosquito fogging or spraying in residential areas have several options. They may visit the District's Web site at www.ccmvcd.dst.ca.us and opt to receive the free notifications automatically by email, they can view information on the District Web site, or they may phone the District for a recorded message at (925) 771-6195.

Contra Costa Mosquito & Vector Control District is a non-profit, public health agency that has been protecting public health since 1927.