



News Release

Nampa & Meridian Irrigation District

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Serving The Treasure Valley Since 1904

Editor's Note: An image from the TV commercial, of Jessi Huizinga and her sons Evan and Blake, is attached. Full copies of the radio and TV ads are available by contacting the NMID office at 466-7861.

NAMPA & MERIDIAN IRRIGATION DISTRICT **LAUNCHES CANAL SAFETY CAMPAIGN**

For Immediate Release
Nampa, Idaho – May 17, 2011

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In a typical year, three Idaho children will drown in irrigation canals. So the combination of full Treasure Valley irrigation canals coupled with the approaching end of the school year means our area is about to enter one of the most dangerous times of year for children and young people.

In response, Nampa & Meridian Irrigation District, the valley's largest irrigation district is launching on Monday a two-pronged media campaign designed to urge parents to keep their children and young people away from its 85 canals that snake some 500 miles across Ada and Canyon counties.

The campaign begins with a 30-second TV commercial that will run 78 times over a two-week period. That will be followed in early June by a pair of 30-second radio commercials that will air on three valley radio stations through August. It marks the 10th year the District has conducted the safety campaign on Treasure Valley radio and TV stations.

The ads target women ages 25-49. Jessi Huizinga, 33, a Twin Falls native now living in Meridian, is featured in both the TV and radio campaigns. Her two young sons also appear in the TV commercial.

NMID will also begin airing two-Spanish language canal safety radio spots Monday on local Spanish radio stations. Those commercials will run through the middle of August.

“NMID will spend almost \$11,000 this year in both television and radio advertising in an attempt to get parents to fully understand that a canal bank is the last place in the world they ever want their children to be,” said Daren Coon, NMID Secretary Treasurer.

Nampa & Meridian has spent upwards of \$10,000 in radio and advertising annually for more than a decade to help prevent drowning deaths in canals making up its irrigation water delivery system, Coon noted.

“We try hard to get people to understand that irrigation canals can be death traps for children and young people, even adults. Canals are just inherently deadly because the water is deep, cold and it flows at a fast rate of speed. Plus, the steep banks, often concrete, make it almost impossible to get out if you fall in,” said John Anderson, NMID Water Superintendent. District officials also caution that canals are private property so playing in a canal or along its banks is considered trespassing under Idaho law.

NMID delivers irrigation water to 69,000 acres of Treasure Valley land plus pressurized irrigation to 15,241 residential and commercial lots including 341 residential subdivisions. For information about the District call 466-7861. Information is also available on its Internet website: www.nmid.org.

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