



News Release

Nampa & Meridian Irrigation District

1503 First Street South, Nampa, Idaho 83651
Tel: (208) 466-7861 -- Fax: (208) 463-0092
Serving The Treasure Valley Since 1904

MERIDIAN MOM, SONS IN TV COMMERCIAL **PROMOTING TREASURE VALLEY CANAL SAFETY**

For Immediate Release
Nampa, Idaho – May 25, 2010

For Media Information Contact:
Daren Coon, (208) 466-7861

An Idaho mom from Meridian and her two young sons have joined forces with the Treasure Valley's largest irrigation district to warn people about the drowning dangers lurking in irrigation canals, the Nampa & Meridian Irrigation District announced today.

Jessi Huizinga, 33, a Twin Falls native, and her two sons Evan, 5, and Blake, 3, are the key ingredients of a 30-second NMID canal safety commercial that begins airing Monday on local television. The commercial will run through the middle of August.

"I love my boys and will do anything to keep them safe. So when the irrigation district asked if we would be interested in helping to create a safety message aimed at preventing drownings in canals, I jumped at the chance," she said.

The commercial features Huizinga putting bike safety equipment on her children plus securing them in car seats, while explaining that she and all moms will go to any lengths to keep their kids safe. Then she appears next to a canal asking if that's the case, why would anyone ever put a child's life at risk by letting them go anywhere near a canal.

The idea stems from actual experiences where canal officials have seen young children in full bike safety gear riding and playing on canal banks.

Nampa & Meridian has spent upwards of \$10,000 in radio and advertising annually for more than a decade to help prevent drowning deaths in a network of more than 85 canals that snake more than 500 miles around Ada and Canyon County, according to Daren Coon, NMID Secretary Treasurer.

The District also runs Spanish-language canal safety spots on local Spanish radio stations. This year the District is running two 30-second Spanish commercials through the summer.

-more-

NMID Canal Safety Page 2 of 2

It's all part of an effort to get people to understand that irrigation canals can be death traps for children and young people, even adults in some cases.

“Canals are just inherently deadly. The water is deep and really cold and it flows at a fast rate of speed. The steep banks mean it is 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 approximately 15,000 residential and commercial lots including 335 residential subdivisions. For information about the District call 466-7861. Information is also available on its Internet website: www.nmid.org.

-end-end-

Editor's Note: A DVD copy of the commercial is available upon request. Huizinga's contact number is 440-7711.