

## South West Catchments Council Media Release

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### Lights, Camera.....Crab!

Crabs are in the spotlight again....the showbiz spotlight that is, as the Save the Crabs, Then eat Them autumn advertising campaign hits South West televisions.

The Blue Swimmer Crab is again the hero of the humorous yet thought-provoking campaign, which urges residents to hold off on the fertiliser when there's rain around.

"The new suite of commercials feature our unlikely crab heroes, Crusty and Chrisso, who give us their perspective on how fertiliser use impacts local waterways," said South West Catchments Council (SWCC) CEO Damien Postma.

"The two characters are endearing and we hope that their personalities and love of the South West will resonate well with the community."

The campaign will run during autumn to encourage residents, gardeners and landscapers not to fertilise before it rains. Rain washes fertiliser into stormwater drains and through the soil into groundwater, where it makes its way to our rivers, estuaries and the ocean. Fertiliser can make its way into these waterways even when applied days before rain.

This campaign highlights these issues and urges gardeners to think about the timing of their fertiliser, through the use of the humorous yet wise words of Crusty and Chrisso!

The campaign kicked off on 1 March 2015 and runs until 31 May 2015. It is part of the *Home River Ocean* urban nutrient behaviour change program, which brought us the winter focused campaign of previous years.

Residents, local groups and businesses alike can get on board by following the Home River Ocean Facebook Page, by visiting [www.savethecrabs.com.au](http://www.savethecrabs.com.au), or by contacting SWCC Community Engagement Facilitator Sarah Molloy on 9781 3112 or [sarah.molloy@swccnrm.org.au](mailto:sarah.molloy@swccnrm.org.au).

This is a partnership project involving the Water Corporation, GeoCatch, Peel-Harvey Catchment Council, Department of Fisheries, Department of Water, Swan River Trust and Murdoch University.

Home River Ocean is supported by the South West Catchments Council (SWCC), through funding from the Australian Government's National Landcare Program.

#### Available for interview:

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