RHDG

RHDG Dives in to Help CleanBay.org Reduce Pollutants in the Bay.

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San Francisco advertising, marketing, and design firm Riezebos Holzbaur Group (RHDG) is pleased to announce that they have been hired to create a public outreach campaign for the CleanBay.org organization of Palo Alto, CA. The campaign will incorporate advertising and social marketing with the goal of motivating the public to keep pollutants out of local sewers and San Francisco Bay.

CleanBay.org is the public outreach division of the Palo Alto Regional Water Quality Control Plant. The organization's mission is to educate the public on ways to keep the wastewater system free of pollutants and ultimately create a cleaner San Francisco Bay. Key issues that the organization works on include the proper disposal of fats, oils, grease, medications, hazardous waste, and pest controls.

RHDG has extensive experience developing social marketing campaigns for improving air quality, increasing public transit usage, and reducing the consumption of utility services such as energy, water, and waste collection. RHDG is excited to have the opportunity to work with CleanBay.org to help motivate, change behavior, and create advocates for a cleaner and healthier San Francisco Bay.

For more information about reducing pollution in the Bay, please visit CleanBay.org.