



## FOR IMMEDIATE RELEASE

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### **Public Awareness Campaign Aims to “SLAP” Down the Mosquito Threat through Education and Prevention Tips**

*Efforts including mobile billboard and educational materials featuring city-centric infographics will be seen throughout Chicago, Houston and Fort Lauderdale in support of National Mosquito Control Awareness Week*

**Schaumburg, Ill., June 21, 2017** – With summer weather and outdoor activities in full swing around the United States, the “SLAP” mosquito awareness campaign is taking to the streets of Chicago, Houston and Fort Lauderdale to emphasize the importance of controlling mosquitoes and preventing the diseases they spread. Beginning this week, a brightly colored mobile billboard will travel through each city to promote the campaign, making frequent stops to pass out free sunglasses and literature featuring mosquito prevention tips people can implement at home. The billboard will travel the areas daily through the week of June 25 to coincide with the American Mosquito Control Association’s “National Mosquito Control Awareness Week 2017.”

The SLAP campaign highlights the critical work being done by Mosquito Abatement Districts (MADs) and Public Health Offices (PHOs) nationwide, focusing on four key pillars of municipal mosquito control:

- **Supporting** Public Health and Comfort
- **Learning** About Various Methods of Control
- Promoting **Awareness** of Populations and Diseases
- Sharing **Prevention** Tips with Community Members

“Effective mosquito control requires a full community effort, and we wanted to let the public know what is being done to control these pests and the important role that everyone in the community plays,” said John Neberz, Business Manager for the Vector Division at Central Life Sciences. The Schaumburg, Ill.-based organization is a leading manufacturer of insect-control solutions, and it developed the campaign to support MADs and PHOs through public awareness and by providing them with free posters, door hangers and pamphlets to use within their communities.

The initiative is a follow up to 2016’s “World’s Deadliest” campaign that compared the dangers of mosquitoes to some more commonly feared natural threats, and the Chicago program included posters, street signage and an 11-foot mosquito sculpture perched atop a bus shelter in the city’s Loop. This year’s materials feature illustrated infographics that display key facts about mosquitoes and the diseases they spread and relates them to some of the most popular landmarks and attractions in each city.

According to Roger Nasci, Director of the North Shore Mosquito Abatement District near Chicago, the campaign helps to deliver an important message about the critical work being done to control mosquitoes and protect the public health.

“West Nile virus has been active in our area and has caused disease in humans each year since it was first discovered in Illinois in 2002. While mosquito control programs like ours work to reduce the number of biting mosquitoes in the community, residents can assist us by identifying and removing sources of mosquitoes in their own yards and can further reduce their risk of disease by properly using repellents and other personal protection techniques. A high profile program like the SLAP campaign helps us get the word out to residents so that their actions can make a difference.”

The North Shore Mosquito Abatement District (NSMAD) is a local government agency responsible for controlling the regional mosquito population in order to reduce the risk of disease from mosquito borne illness and minimize the negative impact mosquitoes have on the quality of life for the 330,000 residents and visitors of Northeast Cook County, Illinois.

To learn more about the SLAP campaign, visit [www.mosquito-awareness.com](http://www.mosquito-awareness.com). The site features information and tips about what families can do to help protect themselves from mosquito-borne diseases and steps they can take to help stop them from spreading. Visitors to the site can also access a custom section where they enter their ZIP code to receive contact information for the nearest mosquito abatement district and public health department in their community, which they can contact to learn about local control efforts. For mosquito abatement and public health professionals, the site also features a portal to request free educational resources customized with their logo and information for use in their local communities.

The public is also invited to join the conversation on the official SLAP Mosquito Awareness Facebook page, <https://www.facebook.com/MosquitoAwareness/>, which provides additional prevention tips and the latest news on mosquito borne diseases.

### **About Central Life Sciences**

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