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MOSQUITO CONTROL LAUNCHES OUTDOOR AD CAMPAIGN

--*SYMVCD continues to educate and inform the public about mosquitoes and West Nile virus*

ELK GROVE, Calif., March 21, 2006 – In an effort to continue to educate and inform the public about mosquitoes and West Nile virus, the Sacramento-Yolo Mosquito and Vector Control District launches an aggressive outdoor advertising campaign for the upcoming mosquito season. “We are taking a new and exciting approach this year by placing ads where we will get the highest impact with recall, retention and action. Our goal is to remind our community on a daily basis about mosquito control and prevention and we believe our aggressive outdoor advertising campaign will do just that,” said David Brown, District Manager. The District’s outdoor advertising campaign will vary from grocery store basket panels, pole banners, interior and exterior bus panels to billboards and transit shelters. Ads will start March 27 and will run until the end of the season.

For photo opportunity please contact Jennifer Benito at 916.405.2082 or by e-mail at jbenito@FIGHTtheBITE.net.

7 D's

The public is strongly urged to practice the 7 D's of protection: **DRAIN** any standing water that may produce mosquitoes. **DAWN** and **DUSK** are times to avoid. This is the time when mosquitoes are most active. **DRESS** appropriately by wearing long sleeves and pants when outdoors. **DEFEND** yourself against mosquitoes by using an effective insect repellent, such as **DEET**, Picaridin or Oil of Lemon Eucalyptus. Make sure you follow label directions! **DOOR** and window screens should be in good working condition. This will prevent mosquitoes from entering your home. **DISTRICT** personnel are also available to address any mosquito problem you may be experiencing. We can be reached at 1-800-429-1022 or visit us online at FIGHTtheBITE.net.

West Nile virus

According to the Centers for Disease Control (CDC), West Nile virus (WNV) is the leading cause of arboviral encephalitis in the United States. Originally discovered in Africa in 1937, WNV was first detected in the western hemisphere in 1999 in New York City. Since then it has caused seasonal epidemics of West Nile virus fever and severe neurological disease. West Nile virus is transmitted to humans and animals through the bite of an infected mosquito. Mosquitoes become infected with WNV when they feed on infected birds. The elderly and the immune-compromised are most susceptible to illness caused by WNV.

West Nile virus activity update

Level II - This year, **1 bird**, 0 sentinel chickens, 0 equines, 0 mosquito pools or 0 humans have tested positive for West Nile virus to date.

Sacramento-Yolo Mosquito and Vector Control District provides mosquito and vector control services for Sacramento and Yolo Counties.

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