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**For Immediate Release**

*[Your Agency]*

Contact:

[Agency Contact(s)]

**New Law Requires Easier-to-Find Disposal Labeling for Wet Wipes**

**SACRAMENTO, Calif. (Sept. X, 2021) –** Governor Newsom signed AB 818 by Assembly Member Richard Bloom into law, requiring all packaging for diaper wipes, cleaning wipes, and cosmetic wipes to display clear “Do Not Flush” warnings. The bill is the result of a three-year effort between representatives from wastewater and product stewardship groups and wipes manufacturers to address an urgent pollution problem that has plagued public wastewater infrastructure. The legislation establishes disposal labeling requirements for wet wipes packaging and requires manufacturers of wipes to educate the public on the impacts of flushing wipes improperly.

This is great news for [your agency] as the wastewater sector has shouldered the burden of managing debris from improper disposal of wipes and other trash into our systems for years. Unlike toilet paper, wipes don’t break down in water. They remain largely intact as they pass through sewer pipes, causing costly clogs, overflows, and equipment malfunctions. One recent national study estimates that California agencies spend around $50 million annually to remove wipes from the sewers.

“This is a major step forward in the wastewater industry’s fight to keep wipes intended for the trash can out of our public sewer systems” said Jessica Gauger, Director of Legislative Advocacy and Public Affairs for the California Association of Sanitation Agencies, a statewide trade association representing public wastewater agencies. [Quote from your agency’s GM]

Insert local impacts on wipes/regional wipes studies

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