



*The ARAMARK Tower
1101 Market Street
Philadelphia, PA 19107-2994*

MEDIA ADVISORY

WHO: Philadelphia Water Department

WHAT: "Cold Weather Tips"

B-roll, Public Service Announcements and Audio Cassettes

WHERE: ARAMARK Tower, 1101 Market St, 3rd Floor for Pick Up

The Philadelphia Water Department has produced "Cold Weather Tips," a public service announcement for TV and radio broadcast. B-roll is available also for TV newsrooms.

The video version features Philadelphia family Jim Bolno and his two sons Max, 12, and Lucas, 9, installing plastic wrap on windows and covering water pipes, as well as the water meter, with insulation to prevent their home's water system from freezing this winter.

Many homeowners are unaware that freezing temperatures and chilly winds blowing through drafty windows and doors can cause water to freeze in pipes. Freezing conditions can result in broken pipes and damaged water meters, leaving families without essential water service. Other consequences are costly plumbing repairs and damage to valuable and irreplaceable personal items stored in unheated areas, such as basements, sheds, garages, and under kitchen floors.

The Water Department recommends that customers follow these easy-to-do steps offered in "Cold Weather Tips" to keep out the cold and protect their water systems from freezing.

Copies of B-roll and two versions of the public service announcements (28 and 58 seconds) are available in BETA format or in VCD format. The short and long versions of the public service announcement are available in audiocassette format as well.

Call 215-685-4904 to request a copy of "Cold Weather Tips."

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