



# TEXAS GENERAL LAND OFFICE

## JERRY PATTERSON, COMMISSIONER

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## MEDIA ADVISORY

**FOR IMMEDIATE RELEASE**  
**March 31, 2009**

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### **Patterson launches Beach Watch media blitz**

*Land Office program lets beach-goers know water quality levels at all of Texas' top beaches*

**AUSTIN** — At 10 a.m. Wednesday, April 8 Texas Land Commissioner Jerry Patterson will launch a state-wide media blitz for the Texas Beach Watch program with a press event at the University of Texas - Pan American Coastal Studies Lab at Isla Blanca Park on South Padre Island.

Texas Beach Watch is a program that monitors water quality at all of Texas' top recreational beaches. When bacteria levels in the water exceed the acceptable standards established by the U.S. Environmental Protection Agency, the Land Office works with local officials to issue advisories warning the public not to swim in affected waters.

A humorous TV and radio spot starring Patterson will run state-wide in both English and Spanish, with the goal of driving traffic to an interactive Texas Beach Watch website. There, Texans can find real-time water quality information at any of 167 monitoring sites.

TexasBeachWatch.com is user-friendly, allowing beachgoers to simply click on a map of the Texas coast for a pop-up with important, yet easy to read, water quality data. The site will take the mystery out of what's in the water and help coastal communities identify areas needing focused improvement .

Texas Beach Watch is funded by the U.S. Environmental Protection Agency and administered by the Texas General Land Office. The summer ad-blitze is a nearly \$300,000 effort to spread the word about this important program.

**WHO:** Jerry Patterson, Commissioner of the Texas General Land Office  
**WHAT:** Rollout of a humorous new TV and radio PSA and TexasBeachWatch.com  
**WHEN:** 10 a.m. Wednesday, April 8  
**WHERE:** University of Texas - Pan American Coastal Studies Lab at Isla Blanca Park on South Padre Island; 100 Marine Lab Drive, South Padre Island, Texas 78597  
**WHY:** To raise public awareness of Texas Beach Watch

**\*\*\*ATTENTION BROADCASTERS\*\*\***

**Satellite services will be scheduled live from the press conference; video and audio capabilities available to all media. *\*On-site interviews also available. Please call to schedule.***

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