

[POWER PLANT NAME] MAKES CLEANER WATER A PRIORITY



In an effort to go beyond EPA regulations and keep local waterways safer for people, fish and other living things, [power plant name] has recently instituted a new cleaning regimen for water being returned to the environment from the plant. By switching to all-natural chemistries for treatment of water that has been used to run the plant, [power plant name] can assure the public that the treated water does not contain potentially harmful chemicals left behind by the treatment itself.

“Of course, we’ve always treated the water used to run the plant before releasing it back into the local waterways,” explained [spokesperson name/title]. “That’s part of our mandate. As we investigated newer options available to us, however, we came to the conclusion that simply meeting our mandate meant falling short of our own goals for our local community: the cleanest possible water.”

Coal combustion residuals (CCRs) – waste byproducts generated by coal-fired electric utilities – contain a number of contaminants that, if not effectively managed, can pollute waterways, ground water, and drinking water. Chemicals typically used for water treatment by coal-fired power plants fall into the category of coagulants and flocculants, which bind with these contaminants so they can be easily separated out.

Conventional synthetic coagulants and flocculants tend to require a larger volume of product be used, while treating water less effectively. Additionally, some residual treatment chemicals may remain in the treated water that is released into the environment.

The all-natural coagulants and flocculants [power plant name] will now be using are a more environmentally responsible choice. They are proven to work better, at lower volumes, are 100% biodegradable, and far less toxic than conventional chemistries – allowing treated water be released into natural environments without concern.

“We’re proud to have incorporated these all-natural products into our water cleaning regimen,” [spokesperson name] concluded. “They’re a better solution for us, but more importantly, they’re a better solution for the environment... and for everyone in our community.”

[power plant logo]