



Coachella Valley Mosquito and Vector Control District

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PRESS RELEASE

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FOR IMMEDIATE RELEASE:
April 19, 2013

COACHELLA VALLEY MOSQUITO AND VECTOR CONTROL DISTRICT GEARS UP FOR WEST NILE VIRUS SEASON AFTER 2012 OUTBREAK

Join us and “Fight the Bite” during West Nile Virus Awareness Week April 21-26

INDIO, CA, APRIL 19, 2013: As the Coachella Valley heats up this spring, we will start to experience increased mosquito activity, and with that the increased risk of getting West Nile virus (WNV). To educate Valley residents about the dangers of WNV and what our community can do to protect themselves and their families, the Coachella Valley Mosquito and Vector Control District will canvass the community next week passing out information and encouraging everyone to take part in “West Nile Virus Awareness Week” April 21-26.

“We don’t want people in our community getting a debilitating disease that could be avoided,” said Jeremy Wittie, M.S., Scientific Operations Manager at the Control District. “We hope that by getting the word out early, and with the help of the community, we can bring down the number of mosquitoes this summer and see fewer West Nile virus cases than last year.”

Protecting Coachella Valley from the dangers of WNV is a community effort. Join us. Protect Coachella Valley and **Fight the Bite**. Together!

Activities will include:

- A booth at the Living Desert’s “Earth Day,” **Saturday, April 20, 9 a.m.-5 p.m.**
- A WNV awareness table at the Westfield Mall, **Wednesday, April 24, 4-5 p.m.**

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- The launch of our new WNV awareness video, “**Protect Coachella Valley. Fight the Bite. Together**” highlighting people in our community and what they are doing to reduce the chances of getting West Nile virus: <http://youtu.be/WVhVYGkSO4>. The video is on Youtube, the Control District website, will run on several city cable channels, and a 30-second version will appear in cinemas across the Valley starting **April 19**.
- Distribution of bookmarks in Spanish and English with WNV prevention and protection tips to local city halls, libraries, and community centers. The bookmark will also be available electronically on our website.
- Ads at local theaters, in newspapers, on TV and radio, and online at city and local community organization websites.

Protect yourself from mosquito bites:

- **Apply Insect Repellent.** Use a repellent with DEET (N, N-diethyl-m-toluamide), permethrin, picaridin (KBR 3023), oil of lemon eucalyptus [p-methane 3, 8-diol (PMD)] or IR3535 according to the instructions on the product label. DEET products should not be used on infants under two months of age and should be used in concentrations of 30% or less on older children. Lemon eucalyptus oil should not be used on children under three years of age.
- **Be Aware of Peak Mosquito Hours.** Dawn and dusk are peak biting times for many mosquitoes. Consider rescheduling outdoor activities during that time.
- **Clothing Can Help Reduce Mosquito Bites.** Wear long-sleeves, long pants, and socks when outdoors to help keep mosquitoes away from skin.

Mosquito-Proof Your Home

- **Drain Standing Water.** Mosquitoes lay their eggs in standing water. Limit the number of places for mosquitoes to breed by draining/discarding items that hold water. Check rain gutters and drains. Empty unused flowerpots and wading pools. Change water in birdbaths and pet bowls weekly.
- **Install or Repair Screens.** Keep mosquitoes outside by having tightly-fitting screens on all of your windows and doors.

Please contact the Coachella Valley Mosquito and Vector Control District at (760) 342-8287 or (888) 343-9399 to report mosquito problems, request mosquitofish, and report neglected pools or standing water where mosquitoes breed. You can visit us online at www.cvmvcd.org to obtain more information and submit service requests.

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