

Knowing where StormWater goes and what it contains forms the building blocks for change.

Unless the residents of Kure Beach, its businesses and tourists know that their behavior directly impacts our waters, they have little reason to change their behaviors.

The EPA's research shows individual behaviors that create StormWater Runoff represent the greatest threat to coastal water quality.



Since 1947

Acknowledgements

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NC Dept of Water Quality

NC Aquarium at Fort Fisher

Kure
Beach

North Carolina

Cares about



**Stormwater
Runoff
Pollution**

*Kure Beach StormWater Committee
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**What is StormWater RunOff
and
Why should we care?**

Rain water, actually any water not soaked into the ground can potentially be labeled *StormWater RunOff*.



When water travels over hard surfaces on its path to the Ocean or the Cape Fear River, it absorbs all sorts of pollutants. That polluted water is known as *Storm-Water RunOff*.

This polluted runoff flows into our curbs and gutters, ditches and culverts, pipes and storm drains, directly into our waterways UNTREATED!

**So
THAT Means**

- ◇ The soap left on the cement driveway after washing the car
- ◇ The oil and gas dripping from a leaking oil pan or gas tank
- ◇ The careless fertilization of lawns, gardens, and flower beds
- ◇ Sand, sediment, and litter blown off the driveway into the street
- ◇ Dog waste the pet owner chooses not to pick up
- ◇ The cigarette butts tossed out the car windows

**ARE FLOATING IN THE ATLANTIC
OCEAN & CAPE FEAR RIVER!**

**And
THAT Means**

- ◇ Our children are playing in polluted waters
- ◇ We are boating in polluted waters
- ◇ We are swimming in polluted waters
- ◇ We are surfing in polluted waters
- ◇ Fish, oysters, clam and mussels are living in polluted waters.
- ◇ We eat that seafood



Education and a conscientious effort by our resident, businesses, and visitors are the keys to making and keeping the water that surrounds Kure Beach clean and safe for our use now and in the future.