

News Release

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DNA's Emily Kosa Presents Project Rx at SC Environmental Conference

Greenville, S.C. (March 15, 2011) - DNA Creative Communication's Emily Kosa recently presented on behalf of Renewable Water Resources (ReWa) at the 2011 South Carolina Environmental Conference (SCEC) in Myrtle Beach.

SCEC is held annually by the Water Environment Association of South Carolina in collaboration with the South Carolina chapter of the American Water Works Association. Water and wastewater utilities, as well as environmental organizations, are brought together from across the state to present and discuss various industry topics.

Kosa presented a case study of ReWa's inaugural medication take-back event, *Project Rx: A River Remedy*. The purpose of her presentation was to share the event's logistics and success in hopes of attracting additional organizations to the cause.



The first *Project Rx: A River Remedy* event was held in November of 2010 as a community collaboration to help keep our rivers and residents safe from unused medicine. As a safe alternative to flushing medications down the drain or leaving them within reach of kids and teens, this program allows Upstate residents to bring their unused prescriptions and over-the-counter medications for safe and secure disposal. ReWa, with partners Greenville County Sheriff's Office, Greenville Family Partnership, Greenville Safe Communities, and Greenville Technical College, will be launching a second take-back event in June 2011.

Caption: DNA Creative Communication's Emily Kosa, along with ReWa's Customer Service Representatives Stacey Flax and Jessica Brown, present Project Rx at the 2011 SC Environmental Conference in Myrtle Beach.

Renewable Water Resources (ReWa)

ReWa's goal is to promote a cleaner environment, and to protect the public health and water quality of the Upstate waterways, while providing and developing the necessary sewer infrastructure for the growing economy. ReWa serves more than 400,000 industrial, commercial and residential customers in Greenville County and parts of Anderson, Spartanburg, Pickens and Laurens Counties.

DNA Creative Communications

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit www.dnacc.com.