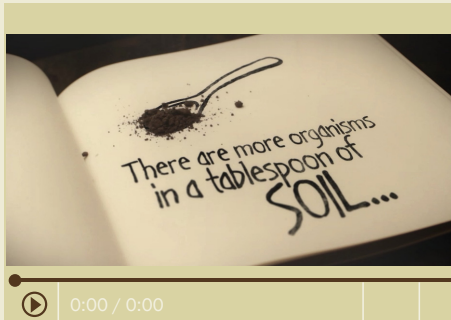


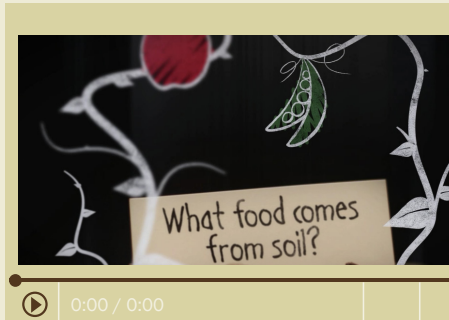
DO YOU KNOW THE STORY OF SOIL?

It's easy to take soil for granted, yet it's one of the most important resources we have. That's why we want to spread the word about The Story of Soil – and you can help!



HUMAN HEALTH

Did you know there are microorganisms in healthy soil that are used to treat disease? This spot will open your eyes to an aspect of soil you probably never thought about before.



FOOD QUALITY

It's easy to understand that a food like beans comes from soil. But most of what we eat can actually be traced back to soil. It's true, and that's why it's important to take care of a resource that means so much.



WATER

Soil does more than you think. Our water is clean and fresh because soil works like a gigantic filter to keep out impurities. Think about that next time you turn on your faucet for a drink.



If you would like to receive a broadcast quality dub of these PSAs, [please contact us](#).

This national outreach campaign has been produced as part of our organization's 75th Anniversary to increase awareness of the importance of soils and the soil science profession.

Please share our three PSAs with your local television stations and ask them to get the word out by placing them on the air.

For more information:

Visit www.soils.org/Story

Or contact Sara Uttech, Manager – Communications & Community Programs
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