



## NEWS RELEASE

Humboldt-Toiyabe National Forest  
Supervisor's Office  
1200 Franklin Way  
Sparks, NV 89431

**Contact:** Christie Kalkowski, 775-355-5311

**For Immediate Release on August 3, 2009 - Stop Date is December 31, 2009**

### **Ad Campaign Reminds Visitors to National Forests and Public Lands to Stay on Trails and Use Their Power Responsibly**

**Sparks, Nevada...** Ed Monnig, Humboldt-Toiyabe National Forest Supervisor announced today that the Forest Service and the Bureau of Land Management (BLM) have launched an advertising campaign that encourages off-highway vehicle (OHV) visitors to "stay on trails," and to "use their power responsibly." The public information project includes: a website, [www.nevada-ohv.org](http://www.nevada-ohv.org), which provides important interagency OHV information from where to ride to safety tips; four billboards placed in western and northern Nevada; and, upcoming radio ads.

Monnig, the head of the largest National Forest in the lower 48, pointed out that the Humboldt-Toiyabe's 6.3 million acres throughout Nevada and in the Eastern Sierra of California offer some of the most spectacular settings for our visitors to enjoy. "OHV riders are welcome to enjoy our public lands responsibly; our information campaign is simply a reminder to always stay on the trails, and to respect the habitat and its wildlife and fisheries in our fragile alpine, riparian, and desert landscapes," said Monnig. With increased OHV use, come increased impacts on Forest's resources.

The proliferation of new user-created routes, can, in the wrong places and at the wrong times, cause environmental impacts. Streams, wildlife, vegetation, soil, and archaeological sites can all be damaged by unmanaged motor vehicle use. The experience of other visitors can be affected by noise. "We want to do everything we can to ensure that your National Forests and public lands remain vital, healthy, and beautiful," said Monnig. "We all have a role to play in protecting our public lands and safeguarding these areas for generations to come. Please help us spread the word to OHV riders to use their power responsibly and stay on trails."

Healthy watersheds typically contain perennial native plants interspersed with sagebrush and other shrubs. Plants and the microscopic organisms in the soil crust help to retain soil and water, and provide food and habitat for wildlife. Straying off existing or designated trails crushes the native vegetation, breaks up the soils, potentially causing erosion, as well as inviting invasion of non-native plant species, that are often transported on vehicles, pets, and even clothing.

Riding in springs and creeks can destroy native aquatic ecosystems, including threatened species, like spring snails, and rare fish found nowhere else in the world. Springtime riding off trail in the desert can destroy sage grouse nests.

Four billboards are already up in the following locations: in Reno, I-80 at Rock Boulevard, west facing (this one is illuminated); near Fernley, about 35 miles east of Reno on I-80 East, east of exit 45, west facing; in Carson City off of US 395, three miles south of Highway 50, north facing; and in Carson City, US 50, .21 miles east of mile marker 7, (Spoooner Summit), east facing.

**-MORE-**

A coalition of agencies in eastern Nevada in White Pine County put up two similar billboards in early June at U.S. Highway 93, north of Ely, and alongside U.S. Highway 50, east of Ruth. The participating agencies included: Tri-County (Nye, Lincoln, and White Pine Counties) Weed Control, Eastern Nevada Landscape Coalition, the Humboldt-Toiyabe National Forest, the BLM, and Great Basin National Park.

Learn more about this release by calling Forest Public Affairs Officer Christie Kalkowski at 775-355-5311, or by visiting the new NV OHV website at [www.nevada-ohv.org](http://www.nevada-ohv.org), or the Forest website at [www.fs.fed.us/r4/htnf](http://www.fs.fed.us/r4/htnf).

-END-

