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RISE launches WestNileVirusFacts.org

*Web Site Contains Harvard Public Health Specialist's
Top 10 Tips to Avoid West Nile Virus*

June, 2003 – RISE (Responsible Industry for a Sound Environment) has launched a comprehensive Web site about West Nile virus and mosquitoes. WestNileVirusFacts.org will follow the progression of the deadly virus and how it affects people and pets. The site will offer continuously updated news, statistics and analysis regarding the disease as well as tips on prevention and the safe and effective use of mosquito control products.

“At a minimum, people need to take a few minutes to visit WestNileVirusFacts.org to learn more about what steps they should take to protect themselves as they work and relax outdoors,” says RISE President Allen James.

Supported with the knowledge of trained experts including Dr. Kimberley Thompson, a specialist in risk analysis at the Harvard School of Public Health, WestNileVirusFacts.org contains a detailed review of the latest information on controlling mosquito populations. The site is updated on a regular basis through reference of credible sources including The Centers for Disease Control and Prevention (CDC), The Environmental Protection Agency (EPA) and The National Institute of Environmental Health Sciences (NIEHS).

WestNileVirusFacts.org also provides a comprehensive resource on balanced pest control methods such as Integrated Mosquito Management (IMM). As Dr.

Thompson explains, “It is best to take a holistic approach to mosquito control, which includes taking physical measures to reduce breeding grounds and risk as well as using pest control products when needed. It is also important to work within local communities to ensure civic leaders are providing education about WNV and protection from mosquitoes,” she adds.

Based on the available science and the fact that over 4,000 cases and 256 deaths were attributed to West Nile virus last year, RISE is speculating the disease will pose an even greater health issue this year. For more information about WNV and mosquito control, please visit www.WestNileVirusFacts.org. Other RISE sites which promote safe and responsible pest control methods include www.PestFacts.org and www.SchoolPestFacts.com.

RISE is a national not-for-profit trade association representing producers and suppliers of specialty pesticides and fertilizers.

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