

Metropolitan St. Louis Sewer District (MSD Project Clear)

IT's a Sewer

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wastewater + stormwater





MSD Project Clear Reminds Residents “IT’s a Sewer, not a Trash Can”

You may have noticed a familiar face popping up in the sewers lately — one you’d normally rather not see. Pennywise the Dancing Clown from Stephen King’s *IT* is back, but this time he’s working for MSD Project Clear. And instead of luring victims into the sewers, he’s scolding residents for using storm drains like trash cans.

The message is simple — IT’s a sewer, not a trash can — but it’s an important one, because everything that goes into a storm drain ends up in a creek, lake, or river. That includes lawn clippings, leaves, litter, and pet waste, all of which can pollute our waterways, clog drains, and even cause flooding.

Launched in the weeks leading up to Halloween and the premiere of the new *IT* series *Welcome to Derry*, the campaign uses humor and a horror icon to grab attention at the perfect time of year. A series of four public service announcements highlights the “real horrors” that threaten our stormwater system and water environment — not creepy clowns, but everyday pollution caused by ordinary habits.

Through a mix of TV spots, social media posts, digital ads, and a dedicated website, MSD Project Clear is encouraging residents to think twice before dumping or sweeping anything into storm drains. The website itsasewer.com features the full video series, real photos showing the impact of pollution on local infrastructure and waterways, and practical lessons for keeping neighborhoods clean and waterways healthy.

By turning one of Hollywood’s most recognizable and terrifying clowns into an unlikely environmental advocate, *IT’s a Sewer* has people watching, talking, and — hopefully — changing their habits. Because when it comes to protecting the water environment, the reality of pollution is scarier than any clown.