



CITY OF
TUCSON



NEWS RELEASE

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Date: May 7, 2013
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TUCSON FINISHES #1 IN ITS CATEGORY FOR NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

Pledges by residents to use water wisely kept Tucson in first place in its category in the National Mayor's Challenge for Water Conservation when it concluded on April 30.

The Wyland Foundation declared the final cities' rankings official. The five categories, based on population sizes, are posted online at mywaterpledge.com.

"We are a water-conscious community and I'm glad we're receiving national recognition for that," said Mayor Jonathan Rothschild, who held a media conference on Tuesday, May 7, to thank residents and the Wyland Foundation for the opportunity to showcase Tucson in the challenge.

"It was clear that Tucson was motivated to win. Even during our visits to the community with our Clean Water Mobile Learning Center, we noticed the people in Tucson - right down to the kids - seemed generally well informed about the importance of water to the future of the city," said Wyland, environmental artist and founder of the Wyland Foundation.

"Our utility is a leader because our community is active in water conservation," said Director Alan Forrest. "This is evidenced by the participation of residents pledging for Tucson in the challenge."

The Wyland Foundation sponsored the Mayor's Challenge, a friendly online competition among cities. Participants from the five cities that each finished at the top of their category are now eligible for prizes, including a new Toyota Prius. That drawing takes place May 10.

Tucson finished ahead of Corpus Christi, Miami, Atlanta, Long Beach, Las Vegas, and others in its category. In addition, Tucson is the only Arizona city to be listed in any of the five "top ten" categories.

Tucson Water has updated its web page at www.tucsonaz.gov/water/take-the-pledge to include the final rankings of cities in the five categories, more from artist Wyland, and an offer of free-by-mail water efficiency guides for indoors and outdoors.

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