



CITY OF
TUCSON



NEWS RELEASE

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TUCSON IS #2 IN FINAL WEEK OF 2014 NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

Tucson is in second place in its population category in the 2014 National Mayor's Challenge for Water Conservation, with one week remaining.

The Challenge continues through April 30. Pledging is done online at www.mywaterpledge.com using one's e-mail or Facebook account. The pledge consists of a brief online survey on the ways someone can or does save water and energy.

Tucson was in the #1 spot from April 1 through April 21. Corpus Christi, Texas, is now the leader in the 300,000-599,999 city population category.

While Tucson's performance in the 2014 Challenge is strong, Mayor Jonathan Rothschild said there are many opportunities to recruit additional online pledges.

"Tucson was the top city in its category in 2013," said Mayor Rothschild. "Those who pledged also involved their families, friends, co-workers, and many others. It all added up to a first-place finish. Let's repeat that performance this year."

The Wyland Foundation is the major sponsor of the National Mayor's Challenge for Water Conservation, a friendly online competition between cities. The Challenge offers prizes for participants, including home improvement store gift cards, smart irrigation controllers, a \$1,000 shopping spree at a home improvement store, and one grand prize of a new Toyota Prius Plug-in. Drawings are only from the winning city in each of the five population categories.

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