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## NEWS RELEASE

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### **TUCSON IS #2 IN THE FINAL DAYS OF NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION**

Tucson is in 2<sup>nd</sup> place in its population category in the 2015 National Mayor's Challenge for Water Conservation, with a little more than one week remaining.

People can pledge online for Tucson and for water at [www.mywaterpledge.com](http://www.mywaterpledge.com) through April 30. Pledging is done using one's e-mail or Facebook account. A person does not have to be a resident to pledge for Tucson.

Tucson's performance in the three previous Challenges has been strong, finishing 6<sup>th</sup>, 1<sup>st</sup>, and 2<sup>nd</sup>.

Mayor Jonathan Rothschild said that the Challenge is one more opportunity to showcase Tucson as a national leader in water efficiency.

"Tucsonans have long understood the importance of saving water," said Mayor Rothschild. "Let's keep the momentum going and take back first place. I'm hoping a Tucsonan wins the grand prize again and gets to drive away in a new Prius. For that to happen, our city needs to pledge to save more water than any other city our size in the Southwest Region."

The Wyland Foundation is the major sponsor of the National Mayor's Challenge for Water Conservation, a friendly online competition between cities now in its 4<sup>th</sup> year. The Challenge offers prizes for participants who have pledged for one of the five winning cities, including home improvement store gift cards, smart irrigation controllers, shower heads, a \$1,000 shopping spree at a home improvement store, and one grand prize of a new Toyota Prius. In addition, one of the five winning cities will be awarded a pocket park landscape makeover, valued at up to \$50,000.

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