

Reminder

MEDIA RELEASE

FOR IMMEDIATE RELEASE

May 31, 2005

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BEAT THE PEAK KICKOFF AND PRESS CONFERENCE SET FOR JUNE 1, 2005

On Wednesday, June 1, 2005, Tucson Water will kick off the 2005 Beat the Peak Campaign with a press conference at 9:00 a.m. at the Tucson Water Administration Building, 310 W. Alameda. The press conference will take place on the north-facing outside patio of the Administration Building.

In addition to revealing the 2005 “identity” of Tucson Water’s Conservation duck mascot, Pete the Beak, Public Information Officer Mitch Basefsky will announce this summer’s water conservation campaign theme. Tucson Water Director David Modeer will discuss the future Long Range plan and Conservation Manager Fernando Molina will speak about the importance of a water conservation program to meet the community’s water needs. National Weather Service Meteorologist Glenn Sampson will provide an update on our region’s future summer forecast as well as discuss the drought situation.

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