

Be a Conservation Idol!

• BEAT THE PEAK 2007 •

Campaign Overview

Everyone Can Be a Conservation Idol

Every summer for the past 31 years, Pete the Beak, Tucson Water's Conservation Duck mascot has returned with a new 'persona' to signal the beginning of the annual Beat the Peak campaign and remind us how easy it is to use water wisely.

The primary goal of the Beat the Peak campaign is to catch the attention of Tucsonans, provide some simple and memorable water conservation tips, and to serve as a reminder that each of us has a responsibility to use water wisely. To ensure that the campaign draws wide community interest, Pete appears in a new persona each year.

The theme of this year's Beat the Peak campaign is "**Everyone Can Be a Conservation Idol.**" In this year's Public Service Announcement, Pete the Beak and his conservation judges are listening to the conservation-tip tunes of each contestant competing to be the most popular water saver in Tucson. Pete reminds the judges and contestants that the people of Tucson can all be Conservation Idol winners, if they will change their water use habits and take steps to become more water efficient in and around their homes and businesses.

Compared with many other communities in the southwestern United States, Tucsonans are already Conservation Idols. And, we're doing better over time! The average monthly water usage for a typical residence in Tucson has dropped by nearly 750 gallons in the past 5 years! As we look ahead to further drought, both here and along the Colorado River, we're moving in the right direction to make our community more sustainable and drought-resistant. If every Tucson Water customer made a change which produced an additional one gallon in savings each day, the total effort would result in an annual reduction of more than 260 million gallons.

Beat the Peak promotional activities include an annual press conference, television advertisements, a water bill insert, a Children's Activity Book for use in classrooms and after-school programs, and distribution of assorted conservation-themed mementos at a number of special community events throughout the year.

Tucson Water offers many ways to help every Tucsonan become a Conservation Idol. We can send you informative booklets about ways to save water—from creating desert landscapes, finding and fixing leaks in your home or business, to using greywater. Call 791-4331 to request the booklets or visit Tucson Water's website at www.tucsonaz.gov/water. Our free Zanjero Program will send a specialist to your home to help you identify leaks and learn how to reduce your water use. Call 791-3242 for an appointment.

