



MEDIA RELEASE

FOR IMMEDIATE RELEASE

June 8, 2010

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BEAT THE PEAK KICKOFF AND PRESS CONFERENCE SET FOR JUNE 10, 2010

On Thursday, June 10, 2010, Tucson Water will kick off the 2010 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 outside, on the north-facing patio of the Tucson Water building.

Since 1976, Tucsonans have been asked to “Beat the Peak” during the summer time, with the official mascot, “Pete the Beak”, encouraging customers to conserve water. This year, Tucson Water will introduce changes to the long-standing program, designed to better meet the needs of the community. In addition to revealing the new water conservation campaign for Tucson Water, Tucson Vice-Mayor Shirley Scott and Ward 1 Council Member Regina Romero will discuss the importance of water conservation in our community. Tucson Water Director Jeff B. Biggs will address the changes that have occurred with respect to our water resources, and will also introduce modifications to the Beat the Peak Program. Public Information Officer Fernando Molina will speak about the message for this summer, and how Tucson Water is strengthening its water conservation program to meet long term water needs.

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