



NEWS RELEASE

Contact: Fernando Molina
Tucson Water / Public Information Officer
(520) 837-2185; (520) 349-0982 (cell)
Fernando.Molina@tucsonaz.gov

Date: 4/11/2012
TDD: (520) 791-2639

WATER SPOTLIGHTED IN APRIL WITH MAYOR'S CHALLENGE TO CONSERVE AND 30 DAYS OF WATER AWARENESS

Tucson Water and the office of Mayor Jonathan Rothschild are supporting campaigns to bring extra attention to water during the month of April. The national Mayor's Challenge for Water Conservation and the statewide Water Awareness Month both offer a variety of ways to promote the wisest use, as well as non-use, of water.

The Wyland Foundation is sponsoring the national challenge, a friendly online competition between cities, now in its third year. Mayor Rothschild has joined other mayors pledging to inspire their residents to save water and energy. Residents take an online pledge at mywaterpledge.com through April 30. Participants in cities with the highest participation rates become eligible for prizes, including a new Prius, donated by Wyland and several other organizations.

"This is Tucson's first year in the challenge, but we have a well-deserved reputation for wise management, allocation and use of our precious water resources," said Mayor Rothschild. "The City's web page has a link to check Tucson's ranking in this competition in real time and I expect we will have a good showing."

Water Awareness Month was first coordinated in 2008 by the Arizona Department of Water Resources (ADWR) and the Arizona Municipal Water Users Association (AMWUA). Both agencies support water utilities throughout the state and provide resources to benefit local promotions and events.

"ADWR and AMWUA partner with cities and water providers as well as with the smaller utilities and jurisdictions," said Fernando Molina, Tucson Water Public Information Officer. "We all have access to the same valuable informational materials. Our customers can link to those pages through the Tucson Water website."

The 30-day Water Awareness Month calendar leads to multiple resources and tips for each day's theme. Residents can also check out a list of water-related events and Tucson Water offers some of its popular booklets free by postal mail.

The Tucson Water website has links to the Mayor's Challenge for Water Conservation at tucsonaz.gov/water/take-the-pledge and to Water Awareness Month at tucsonaz.gov/water/wam. The pages are being updated throughout April.

###