

Arizona Department of Water Resources

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NEWS
RELEASE



Janet Napolitano,
Governor
Herb Guenther,
Director
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Arizona wins WaterSenseSM Challenge

Arizona's commitment to water conservation has brought home a firm pledge of support from the Environmental Protection Agency, ADWR Director Herb Guenther announced today.

The EPA chose Arizona over all other competing states because ADWR's conservation section was able to sign up the most local agencies that encompassed the greatest percentage of population. In addition, the ADWR presented an implementation framework for how the WaterSense Program would be utilized within Arizona. "This is a testimony to the dedication ADWR has to conserve our most vital resource without pause," the Director said. "We've been joined in this latest effort by a group of responsible, forward-looking communities and agencies."

WaterSenseSM is a program developed by EPA in hopes that it will mirror the success of the Energy Star program. The Energy Star label can be found on more than 50 different kinds of products, new homes as well as schools and commercial buildings. cooking and cooling products.



WaterSenseSM aims at simplifying purchase decisions by identifying efficient, water-saving devices from toilets to new homes.

"We appealed to our like-minded conservation partners in the state and asked them to join us in this worthwhile conservation partnership," said ADWR conservation coordinator Marjie Risk.

In return, the agencies will receive help in spreading the conservation message to their customers.

Arizona partners include:

- Arizona American Water Company
- City of Avondale
- City of Chandler Municipal Utilities
- City of Flagstaff
- City of Glendale - Environmental Resources
- City of Mesa - Utilities Department
- City of Peoria Utilities Department
- City of Phoenix
- City of Prescott
- City of Scottsdale Water Resources Department
- City of Surprise
- City of Tempe
- City of Tucson - Tucson Water
- Town of Buckeye
- Town of Payson Water Department
- Water CASA

The help from the EPA will come in the form of marketing assistance, primarily in new media and in direct mail communication between the partners and their customers. Expect to see WaterSenseSM messages popping up on the Web as part of a statewide marketing campaign.

For additional information, contact:

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