

# Arizona Department of Water Resources

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NEWS  
RELEASE



Janet Napolitano,  
Governor  
Herb Guenther,  
Director

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## April is "Water Awareness Month"

Governor Janet Napolitano has designated April as Arizona's "Water Awareness Month," urging citizens once more to develop a "culture of conservation" in their daily activities.

"Arizona is an arid state, water is scarce, and population growth continues to increase our demand for water," the Governor said in her executive order.

"Arizona had a stunningly good winter season for rain and snow," said Herb Guenther, director of the Arizona Department of Water Resources. "We should be conserving this windfall nature has given us. But has anyone noticed we did not get one drop of rain around here in March? We must realize the drought is now 14 years old."

While many elements of the "culture of conservation" are familiar, the goal is to render water-saving behavior second nature, Guenther said. "Teach yourself to shut off the faucet while washing or brushing your teeth, and pretty soon you're doing it without thinking. Next, try to foster another habit – say, limiting the water you use for washing dishes. Step by step, saving water becomes automatic."

There are many things Arizonans can do to adopt a low water-use lifestyle, all of which will strengthen a person's "culture of conservation," Guenther added. For water saving tips, visit the Arizona Department of Water Resources' web site at [www.azwater.gov](http://www.azwater.gov)

As part of Water Awareness Month, the Governor ordered ADWR to:

- Work with cities and towns to implement strong, effective water conservation programs;
- Develop a water conservation toolkit to assist communities with their conservation programs;
- Create a water wise community certification program to promote greater awareness of water issues through education, action, and celebration.

The Governor also called on all towns, cities, state and federal agencies to increase water conservation public awareness programs.

For additional information:

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