

ARIZONA WINS WATERSENSESM CHALLENGE

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

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.

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

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