



PRESS RELEASE

CITY OF SAN CLEMENTE

OFFICE OF THE CITY MANAGER
JAMES MAKSHANOFF, CITY MANAGER

Contact: Laura Ferguson, Public Information Officer
(949) 361-8254

FOR IMMEDIATE RELEASE

CITY JOINS NATIONWIDE CHALLENGE FOR WATER CONSERVATION, APRIL 1- 30

San Clemente Community Invited to Join the 2017 Wyland National Mayor's Challenge for Water Conservation

March 17, 2017....San Clemente, California...At the March 7, 2017 City Council meeting the San Clemente City Council approved participation in the 2017 Wyland National Mayor's Challenge for Water Conservation. This challenge is a nationwide competition between residents pledging to take action to manage water resources more wisely, and residents of the winning city (by percent residents pledging) in each size category will be eligible for prizes. Student participation in the local schools also counts toward the total of pledges.

The annual challenge, runs from April 1 – 30, 2017. This non-profit national community service campaign is implemented to see which leaders can best inspire their residents to make a series of informative and easy-to-do online pledges to use water more efficiently, reduce pollution, and save energy. To participate, residents enter online at mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of San Clemente.

-more-

Last year, residents from over 4,100 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 1.9 billion gallons, reduce waste sent to landfills by 42 million pounds, and prevent more than 87,000 pounds of hazardous waste from entering our watersheds. The challenge goes beyond recent drought issues and looks at the ways our water use will affect the future of our communities from how we grow food to reducing polluted runoff.

Cities compete in the following population categories: (5,000- 29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents). Residents of cities with the highest percentage of citizens who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius. The challenge also features additional resources for residents to take their commitment to conservation even further, from regional water and energy resource issues to cost-saving tips at home.

The 6th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS).

#