The city of Ventura wins 1st place in the 2016 Wyland National Mayor's Challenge for Water Conservation, award presentation May 19 at Ventura City Hall

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Media Advisory
City of Ventura / Ventura Water
Thursday May 19, 2016
Contact: Craig Jones, 805-223-4378
Shana Epstein, 805-652-4518
Photo opportunity

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What: The Wyland Foundation has announced the five winning cities of their Annual National Mayor's Challenge for Water Conservation, and the city of Ventura has won 1st place in the population category 100,000 to 299,999 residents.

During the month of April, residents from 4,100 participating cities across the country made online pledges to reduce their water use in the home, on the landscape, and ultimately as a lifestyle. Of the cities in its size category, Ventura had the highest percentage of community members make water saving pledges.

Executives from the Wyland Foundation and Toyota will present the 1st place award to city of Ventura Mayor Erik Nasarenko. Additionally, Mayor Nasarenko will pull the name a participating resident from one of the five winning cities to be announced as the Grand Prize winner who will receive a new Toyota Prius.

"A little friendly competition has created a whole lot of awareness about using water more wisely and adopting habits that strengthen water stewardship. The City of Ventura instituted a number of innovative water conservation measures and our community responded positively and practically with impressive water savings," said Mayor Erik Nasarenko. "Education will remain a top priority to conserve water."

When: Thursday May 19, 2016 at 12pm -12:30pm

Where: 501 Poli Street, Ventura (Event will take place on the front steps of Ventura City Hall)

Visuals: Photo opportunities:

> City of Ventura Mayor Erik Nasarenko
>
> Wyland Foundation Executive Director, Steve Creech
>
> Toyota Philanthropy Manager Rhonda Glassock
>
> Large scale maps, signage, and graphics with national results
>
> Grand Prize Prius (vehicle will be on-site) winner announced

Media Contact: Craig Jones, Ventura Water 805-223-4378, or Ventura Water General Manager, 805-652-4518.

About the Wyland National Mayor's Challenge for Water Conservation

"This was our most competitive year to date," said Steve Creech, Executive Director, Wyland Foundation. "Ventura faced tremendous challenges from other cities around the country. But in the end they showed how strong leadership and community engagement can lead to a more sustainable, drought resilient future."

The program is presented nationally by the Wyland Foundation and Toyota, with support from U.S. EPA, the National League of Cities, the Toro Company, Earth Friendly Products (ECOS), Conserva Irrigation, and in Southern California with CBS2/KCAL. In addition to making water saving pledges, challenge participants in 50 states pledged to reduce their use of single-use plastic water bottles by more than 3.7 million bottles and eliminate 87,000 pounds of hazardous waste from entering watersheds. By committing to alter daily lifestyle choices, pledges also resulted in potentially 42 million fewer pounds in landfills. Potential savings of 12 million gallons of oil, 6.1 billion pounds of carbon dioxide, and $29 million in consumer cost savings rounded out the final pledge results.

The 2016 competition included residents from more than 4,100 cities making more than 404,407 pledges online (www.mywaterpledge.com) to reduce their water use in the home, on the landscape, and ultimately as a lifestyle. Other cities with the highest percentage of residents making water saving pledges included Boston, MA; Aurora CO; Andover MN; and Laguna

Beach, CA. Residents nationwide pledged to reduce their cumulative water use by over 1.9 billion gallons - an amount totaling the equivalent of 2,877 Olympic size swimming pools.

Visit www.wylandfoundation.org/mayors for more background information. -- ###--

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