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For Immediate Release

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City of Ventura accepts the National Mayor's Challenge for Water Conservation, April 1 - 30

Cities Begin Nationwide Competition for Most Water-Wise Title in April; Residents from over 3,900 cities expected to compete and Ventura has its eye on the prize!

In 2015, the city of Ventura took second place for the top-ranked city in the 100,000 – 299,999 population standings.

El Niño has not delivered on its anticipated weather swings and little has changed regarding the status quo facing Southern California's water supply problem. That's part of the message behind the upcoming Wyland National Mayor's Challenge for Water Conservation, April 1-30, presented nationally by the Wyland Foundation and Toyota. The campaign, now in its fifth year, kicked off April 1, from the city of San Diego with a clarion call to mayors nationwide to use the power of their post to spread the word about the importance of water conservation.

City of Ventura Mayor Erik Nasarenko is calling on all Ventura residents to respond. "I am joining mayors across the country in asking local residents to make a commitment to conserve water," Nasarenko said. "Ventura is leading the way on water conservation and last year was the runner-up in the nationwide competition, finishing second to the City of Torrance. For the month of April 2016 and beyond, join me Venturans in this challenge, by continuing to reduce water usage and conserving our most precious resource."

The annual competition rewards residents who heed the call with a chance to win a Toyota Prius, home irrigation makeovers, environmentally friendly clean products, and hundreds more eco-friendly prizes. Last year, mayors from 36 states encouraged residents to make over 390,000 pledges to promote drought resiliency, protect watersheds, and ultimately reduce stress on aging water infrastructure.

Residents make their pledges online at www.mywaterpledge.com throughout the month of April. Cities with the highest percentage of residents that make pledges in their population category qualify for over \$50,000 in prize drawings. Mayors from cities across the nation, including Portland, Tucson, and Dallas, have already thrown their hats into the ring to see whose city can be the most water-wise for 2016. Students and teachers can take part in the pledge, too, by accessing a special section of the website. Once there, teachers can download lesson plans relating to water conservation, make the pledge on behalf of their classes and enter to win classroom supplies and gift cards for their school.

The non-profit campaign is presented in association with EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS). The challenge is designed to bring together all facets of the community together to follow their city's progress throughout the month and to use that information to encourage neighbors, businesses, and civic groups to spread the word.

Answer the call and help Ventura be the most "waterwise" city in America. Simply go to www.mywaterpledge.com, and pledge either with your Facebook account or email address, and type in Ventura as your city.

For more information visit www.facebook.com/venturawater or www.cityofventura.net/water/mayorschallenge.

This release can be found on the City of Ventura's website at www.cityofventura.net.

About the Wyland Foundation

Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

"Whether it's drought conditions in the West or the high costs of energy related to water use in the East, saving water has become one of the most talked about issues facing the nation today," said Wyland, artist and president of the Wyland Foundation. "This gives city leaders a way to supplement their awareness efforts in a friendly, spirited way." -- ###--

MAYOR'S CHALLENGE
APRIL 1-30, 2016

Pledge to conserve water
mywaterpledge.com



Trusted life source for generations