

Ventura Residents Challenged to Skip Car Washing in July to Save Water



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Ventura Water issued a challenge to residents today to skip washing their cars for the month of July to show support of water conservation during one of the worst droughts in California history. Inspired by California's Save Our Water message of "a little dirt won't hurt" your car, driving a dirty car in July will save water and raise awareness that everyone needs to do their part to stretch our limited local water supplies.

"Don't Wash Your Car" month is an opportunity to educate car owners that washing at a professional car wash is the smart choice for the environment because a commercial car wash typically only uses 45 gallons of water per car and also recycles the water. Washing your car at home can use three times more water and the dirt and grime washed off your car can cause pollution on our beaches and ocean.

"This fun challenge engages people to take action in the face of a serious and growing water shortage," said Mayor Cheryl Heitmann. "Letting your car get dirty may seem like a small step but when we work together, the results can lead to big water savings. It's also a visible way to show how much Ventura values our 100% local water sources."

Radio spots will be broadcasted locally starting on July 7 to promote the "Don't Wash Your Car" challenge and contest details. Participants will be encouraged to post pictures of their dirty cars on Ventura Water's Facebook page (www.facebook.com/venturawater) with a prize awarded to the picture with the most "Likes" by July 30. For water conservation tips and more contest information, visit www.venturawater.net.

Last February, Ventura Water proactively requested customers to voluntarily reduce their water usage by at least 10% in response to diminishing water supplies. While the spring rains helped boost water levels, those gains have been erased by the warmer than normal summer months. On July 7, the City Council will receive a report on Ventura's current water status and the planning efforts now underway if further restrictions become necessary this fall. For more information, visit www.cityofventura.net/water/efficiency.

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