

**For Immediate Release**

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**National Mayor's Challenge for Water Conservation**

*The City of Ventura joins national campaign to promote smart water use and reduce pollution;  
Visit City standings throughout the month of April at [mywaterpledge.com](http://mywaterpledge.com)*

**Ventura, Calif.** - Joe Schroeder, Mayor of the City of Ventura, is joining mayors across the country in asking residents to make a long-term commitment to reduce pollution and manage water resources more wisely in the National Mayor's Challenge for Water Conservation.

Residents can win over \$50,000 in eco-friendly prizes, including \$3,000 toward their Home Utility Payments, water saving fixtures, and hundreds of other prizes. In addition, this year students from thousands of schools across the country can make water conservation commitments that directly support their City's standings.

"As a City that relies exclusively on local water sources, water efficiency is an important element in our long-term water supply strategy," shared Mayor Joe Schroeder. "I would like to sincerely thank Ventura residents for their continued commitment to improved water efficiency as the State of California shifts towards 'making water conservation a California way of life.' I invite our community members to join me in participating in the National Mayor's Challenge and continuing the pledge to conserve our precious water resources."

Presented by the Wyland Foundation with support from the U.S EPA WaterSense, the Toro Company, Zenni Optical, and National League of Cities, the annual non-profit national community service campaign encourages leaders to inspire their residents, between April 1-30, to commit to making small changes to use water more efficiently, reduce pollution, and save energy. The program was started ten years ago by a handful of mayors who were looking for alternative ways to engage their residents more deeply about the coming water challenges in the United States.

Last year, residents from over 2,000 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by over 1 billion gallons, reduce waste sent to landfills by 35 million pounds, and preventing nearly one-hundred-thousand pounds of hazardous waste from entering our watersheds. The Challenge goes beyond short term issues and looks at the ways water use will affect the future of communities from how they manage their coasts, lakes, and rivers to reducing polluted runoff.

For more information, learn more about prizes, and to participate, visit [mywaterpledge.com](http://mywaterpledge.com). Participants will make a series of online pledges to conserve water on behalf of the City of Ventura in the 100,000-299,999-population category.

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