



For Immediate Release
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Beverly Hills Joins National Mayor's Water Conservation Challenge

Residents are encouraged to save water throughout the month of April—and Beyond

Beverly Hills, CA – Mayor Julian Gold has joined mayors across the country in asking residents to make a long-term commitment to manage water resources more wisely by taking part in the Sixth Annual Wyland National Mayor's Challenge for Water Conservation, April 1–30.

This non-profit national community service campaign is a friendly competition in which mayors inspire residents to visit mywaterpledge.com and make a series of simple pledges to use water more efficiently, reduce pollution and save energy. In return, residents can win eco-friendly prizes such as home improvement gift cards, home irrigation equipment and a Grand Prize Toyota Prius.

“The City of Beverly Hills recognizes the importance of using water efficiently to preserve resources for future generations, and as an integral part of our water management plan,” said Mayor Gold. “Our City promotes using water efficiently at home and business through outreach, educational materials, the online Water Tracker program and through one-on-one customer assistance.”

Although the emergency drought is over, the Stage C water restrictions in place in Beverly Hills urge residents to:

- Continue to conserve in order to achieve 20% water reduction
- Communicate with their gardeners about conservation measures, including preventing sprinkler runoff and adhering to the City's watering schedules
- Report and correct leaks as soon as possible

Last year, residents from more than 4,100 cities in all 50 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 how our water use will affect the future of our communities.

With less than a week left to participate, residents are encouraged register online at mywaterpledge.com. Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of prizes.

The Sixth Annual 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).

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 is a 501(c)(3) non-profit organization dedicated to promoting, protecting, and preserving the world's oceans, waterways and marine life. The foundation encourages environmental awareness through community events, education programs and public art projects.

For more information about the City's water conservation program, visit www.bhsaves.org. Please call 310-285-2467 or email AskPW@beverlyhills.org with any questions.

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