FOR IMMEDIATE RELEASE
Wednesday, April 1, 2015

CONTACT:
Jen Lebron Kuhney at (619) 384-5289 or jkuhney@sandiego.gov

NEWS RELEASE

Mayor Encourages San Diegans to Take Water Conservation Challenge

San Diego Looks to Finish First in National Contest for Most 'Water Wise' City

San Diego, CA – As California enters its fourth year of drought, Mayor Kevin L. Faulconer is joining mayors across the country to ask residents to make a commitment to sustainability by taking part in a national contest aimed at slashing water and energy use. Last year, San Diego placed second in the challenge for major cities, just behind Dallas.

Residents who make the pledge to join the Wyland Mayor's Challenge for Water Conservation from April 1- 30 can be entered to win a Toyota Prius *v*, water-saving fixtures for their homes and hundreds of other eco-friendly prizes.

The Mayor's Challenge is a nonprofit national community service campaign where leaders inspire their residents to make a series of easy-to-use online pledges to reduce water and energy usage.

 "I want this year to be the one where San Diegans show the rest of the country just how committed we are to water conservation," Mayor Faulconer said. "San Diegans have made positive strides to reduce their water usage for years but there is more work to be done as California's water supply remains critically low. I'm joining mayors across the country to urge residents to make the most out of every drop, and renew San Diego's commitment to a sustainable future."

Mayor Faulconer is encouraging residents to enter online at mywaterpledge.com, where they can make a series of online pledges to conserve water on behalf of San Diego.

Last year, residents from over 3,600 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 1.4 billion gallons, reduce waste sent to landfills by 36 million pounds, and prevent more than 179,000 pounds of hazardous waste from entering watersheds.

###