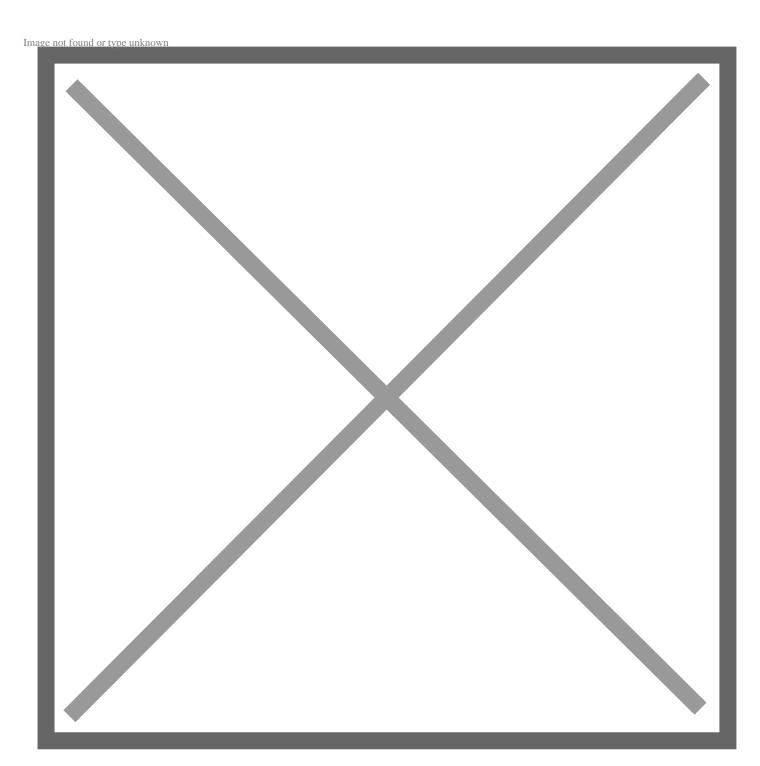
Go with the Flow: Save Water

April 23, 2014



Saving water = saving money.

It's a pretty basic equation about a very important commodity, and here are five ways you can help, with very little effort.

- 1. Fix a leak, save a drop. A faucet leaking at one drip per second can waste more than 3,000 gallons a year. Fixing it can save enough water in a year to fill a backyard swimming pool.
- 2. Go native. A typical suburban lawn consumes 10,000 gallons of water beyond rainwater each year, according to the EPA. Plants best suited to the climate can dramatically reduce irrigation.
- 3. Need to replace appliances? Go for water-efficient devices. Many local water agencies offer rebates to offset costs.
- 4. Waste not, want not. Minimizing personal food waste saves *you* money as well as water used in agriculture, which accounts for more than 70 percent of ground and surface water used in the United States.
- 5. Talk to your friends and neighbors. When people understand the reasoning for water conservation, they are far more likely to change their behavior.

Only 3 percent of water on earth is fresh water and only a fraction of that is available for use. Do your part by taking the National Mayor's Challenge for Water Conservation, presented by Toyota and the Wyland Foundation, April 1-30. Visit www.mywaterpledge.com to learn more.