



# News Release

For Immediate Release: August 3, 2020

## Durham Joins National Mayor's Challenge for Water Conservation

DURHAM, N.C. – Whether it's that 15-minute morning shower, or the two gallons that flow down the drain each time you brush your teeth, our days are packed with opportunities to turn off the tap and save our planet's most precious resource! The National Mayor's Challenge for Water Conservation supports environmental sustainability by pairing easy action with a hefty dose of healthy competition. This year, the event was moved from April (Earth Month) to August (National Water Quality Month) due to the coronavirus pandemic. The local "Safer at Home" order has increased our customers' awareness of how much they rely on water, so this challenge is even more timely than previous years.

The challenge, now in its ninth year, encourages healthy competition between communities by rewarding positive conservation behavior. Durham Mayor Steve Schewel is once again inviting residents to visit [www.MyWaterPledge.com](http://www.MyWaterPledge.com) and take the four-step conservation pledge on behalf of our City. This year's event is offering more opportunities to get involved while staying socially distanced, with plenty of water-friendly, housebound lifestyle changes, sustainability tips, and simple environmental projects to do at home.

This year also marks the launch of the [My Volunteer Water Program](http://www.MyVolunteerWaterProgram.com) which provides Hands-On conservation activities residents can do from the safety of their homes, or out in the community alone, with family, or with virtual groups. It's a great way to turn pledges into outcomes and the more we do, the more prize-winning points Durham earns! Visit <https://wylandfoundation.ecochallenge.org/> for more information.

Cities with the highest percentage of residents who take the challenge are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and the grand prize—a 2020 Toyota Highlander Hybrid for the charity of your choice! Keep visiting the website throughout the month to check our standings, discover more water-saving resources, and urge friends to join and help win the challenge!

As Mayor Schewel once said, "The National Mayor's Challenge for Water Conservation reminds us all of the value of water, and challenges residents to choose smart and sustainable practices. Using water wisely benefits our community and the entire planet."

For more information about Durham's participation or additional conservation tips, call (919) 560-4381 or visit [www.durhamsaveswater.org](http://www.durhamsaveswater.org).

## About Water Management

The Department of Water Management is responsible for the operation and maintenance of Durham's water supply, water treatment and water reclamation (wastewater treatment) facilities, collection and distribution systems (including meter reading), and customer billing services. The department has a wide variety of support divisions and programs to maintain the existing infrastructure that provide these integral services, and strives to be a responsible steward of the City's physical assets. For information, visit <http://durhamnc.gov/944/> and follow @DurhamWater on Twitter and Facebook.

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