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Huntington Beach Joins Nationwide Water Wise Challenge

3rd National Mayor's Challenge for Water Conservation, April 1 – 30

Mayor Harper is joining mayors across the country in asking residents to make a commitment to conserve water and cut pollution by taking part in a national contest aimed at drastically slashing water and energy use across the nation — and in return residents can win a new Toyota Prius Plug-In, water saving fixtures, and hundreds of other prizes.

The Wyland Mayor's Challenge for Water Conservation, April 1- 30, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative through easy-to-use online pledges to reduce water and energy usage.

"As 2013 was one of the driest years on record and with our state's emergency drought situation, it is ever more important to not waste water and take extra measures to conserve," said Mayor Harper. "I know Huntington Beach residents can enthusiastically get behind this effort to do their part to conserve water."

Mayor Harper is encouraging Huntington Beach residents to conserve water, save energy, and reduce pollution on behalf of Huntington Beach at www.mywaterpledge.com/national throughout the month of April. Last year, residents from over 1,000 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by nearly a billion gallons, reduce waste sent to landfills by 18.3 million pounds, prevent more than 69.9 million pounds of hazardous waste from entering our watersheds.

To participate, residents enter online at mywaterpledge.com, then make a series of online pledges to conserve water on behalf of Huntington Beach. Cities compete in the following population categories: (5,000 - 29,999 residents, 30,000 - 99,999 residents, 100,000 - 299,999 residents, 300,000 - 599,999 residents, and 600,000+residents). Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius Plug-In. The challenge also features additional resources for residents to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

The 3rd National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA's Office of Water, National League of Cities, U.S. Forest Service, The Toro Company, Wondergrove Kids, Bytelaunch, and WaterSmart Software.

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, a 501c3 non-profit organization, is actively engaged in teaching millions of students around the county about our ocean, rivers, lakes streams, and wetlands. The foundation's latest project, FOCUS (Forests, Oceans, Climate – and us) brings together the U.S. Forest Service, NOAA, and numerous non-profits to teach young people about the future of our water supplies, climate, and global health. www.wylandfoundation.org