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Media Contact:

Denise Hickey, North Texas Municipal Water District
972-442-5405, dhickey@ntmwd.com
www.WaterIQ.org

North Texas Seeks Water Geniuses During Smart Irrigation Month
Water IQ campaign underway for North Texas Municipal Water District

WYLIE, Texas—What's your Water IQ? With temperatures on the rise this summer and a significant amount of residential water use occurring outdoors, the North Texas Municipal Water District (NTMWD) is searching for its most water-wise resident through the Water Genius contest, launching July 23 during Smart Irrigation Month.

NTMWD customers are asked to nominate friends, neighbors, family or themselves for their creative and effective water-saving tips and activities through the Water Genius link on the NTMWD Water IQ Web site July 23 – August 23. The winner will receive a \$1,500 gift card to a local home improvement store for water-wise purchases, such as low-flow toilets, water-saving appliances, soaker hoses, mulch or drought-tolerant plants.

“Water IQ, which is the water awareness campaign we’ve used for four years now, is a great way to share simple, everyday water-saving tips with our customers,” said Jim Parks, NTMWD executive director. “As part of this year’s Water IQ campaign, we’re launching the Water Genius contest to recognize citizens who have new and interesting ways to use water more efficiently.”

North Texans will be judged on the following:

- The most creative and original water-saving tip,
- An example of effectiveness in curbing *personal* home water use, and
- A water-saving tip that is most easily adaptable for the area and other residents to use.

Rules and entry forms are available at upcoming NTMWD Water IQ outreach events or through the NTMWD Water IQ Web site (www.WaterIQ.org).

Water IQ Today

In its fourth year, NTMWD uses Water IQ as the water awareness and education campaign to assist residents in using water wisely and efficiently by offering simple water-saving tips that can be implemented inside and outside the home or business. The most recent research, from 2008, revealed for the first time this year shows the impact of Water IQ in North Texas:

- 91 percent of people said they are saving water now.
- 79 percent of people said they could do more to save water, compared with 68 percent in 2007.
- 47 percent of people said they believe there will not be enough water in the future.
- Water IQ has 43 percent brand awareness, compared with 19 percent in 2006.
- 66 percent of people know that Water IQ is about saving/conserving water.

(more)

NTMWD's Water IQ outreach events can be found at malls, festivals and other local events throughout the summer. A tent with informative tips, prize-winning games and information is positioned next to a 9-foot sprinkler head, reminding the public where most water waste occurs — outdoors.

The NTMWD Water IQ booth has already visited various member communities this summer. For a list of upcoming Water IQ outreach events, please visit www.WaterIQ.org.

About North Texas Municipal Water District

The NTMWD provides water to over 1.6 million customers, and the wise and efficient use of our water supply is key to meeting the current and future water needs of the region served. NTMWD directly serves the following cities and/or water supply agencies: Allen, Farmersville, Forney, Frisco, Garland, Mesquite, McKinney, Plano, Princeton, Richardson, Royse City, Rockwall, Wylie, Bonham, Caddo Basin S.U.D., Cash W.S.C., College Mound W.S.C., Copeville S.U.D., East Fork S.U.D., Fairview, Fate, Forney Lake W.S.C., Gastonia-Scurry S.U.D., Greater Texoma Utility Authority, Josephine, Kaufman, Kaufman Four-One, Lavon W.S.C., Little Elm, Lucas, Melissa, Milligan W.S.C., Mt. Zion W.S.C., Murphy, Nevada W.S.C., North Collin W.S.C., Parker, Prosper, Rose Hill S.U.D., Rowlett, Sachse, Seis Lagos M.U.D., Sunnyvale, Terrell and Wylie Northeast S.U.D.

For more information, please visit www.WaterIQ.org.

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