



For Immediate Release

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Charlottesville Partners With EPA's WaterSense® Program

CHARLOTTESVILLE, VA (July 27, 2008) – The City of Charlottesville has teamed with the U.S. Environmental Protection Agency's (EPA) WaterSense program to help consumers save water for future generations and reduce costs on their utility bills.

WaterSense aims to decrease indoor and outdoor water use through water-efficient products and simple water-saving practices. The program encourages customers to look for WaterSense labeled products, which have been independently certified for efficiency and performance, and promotes water-saving techniques that reduce stress on water systems and the environment.

"The goal of EPA's WaterSense program is to help Americans save water and money by offering simple ways to reduce water use through water-efficient product choices," says Sheila Frace, Director of the EPA Office of Water's Municipal Support Division. "Using water more efficiently can help delay the need to create more supplies, saving communities money and resources, as well as ensuring that water will be available for future generations."

The average home, retrofitted with water-efficient fixtures, can save 30,000 gallons per year. If one out of every 10 homes in the United States upgraded to water-efficient fixtures, it could save more than 300 billion gallons and nearly \$2 billion annually.

"The City of Charlottesville is proud to be a WaterSense partner," said Ric Barrick, Director of Communications for the City. "We look forward to working with our customers to improve water efficiency awareness and promote WaterSense labeled products and water-saving practices inside and outside the home."

WaterSense labeled products must meet EPA's criteria for efficiency and performance. Independently tested and certified products may bear the WaterSense label, which makes it easy for consumers to identify and select a variety of quality, water-efficient products and services for their homes and lawns.

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WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation partners, visit www.epa.gov/watersense.