



ARE YOU WATERSMARTER THAN A FIFTH GRADER?

~Cobb County Marietta-Water Authority campaign in eighth year of conservation education~

MARIETTA, Ga. (April 25, 2008) – School is almost out for summer, and many Cobb and Paulding County students will be putting water conservation lessons to good use during the hottest and driest months of the year after participating in a waterSmartSM program. Since 2000, waterSmartSM, a water conservation campaign founded and provided by the Cobb County-Marietta Water Authority (CCMWA), has been dedicated to educating students and parents alike about the importance of saving water year round, and it continues to come up with new ideas to keep audiences interested in learning.

“WaterSmart’s mission is to help our residents conserve water year round, regardless of climate conditions,” says waterSmartSM Program Director Becky Mixon. “A big part of waterSmart’s success has been the creative community programs that reach all ages, especially our students.”

Educating children about water conservation at an early age enables them to easily adopt life-long water saving habits. “Sometimes it can be difficult for adults to break water use habits,” Mixon said. “By teaching our younger residents how to be waterSmart through fun educational activities, they are able to take those lessons home and show their families how to be more conservation minded.”

waterSmartSM offers a variety of water conservation resources to all ages including its Take a Shorter Shower Month in October and the waterSmart Web site, which is a resource for homeowner tips on both indoor and outdoor ways to save water, time and money.

waterSmartSM education snapshot:

“Adventures with Allatoona Ally” Coloring Book Contest

The waterSmartSM “Adventures with Allatoona Ally” Coloring Book Contest asks Cobb County fourth and fifth grade students to submit drawings of Allatoona Ally, the fish mascot for Lake Allatoona, conserving water for a chance to be one of the 12 drawings published in the annual coloring book. Students express their conservation knowledge and are able to help teach other students through their artwork. This year, waterSmart is printing **7,000 coloring books** and residents can also download the coloring book for free at www.watersmart.net.

Are you waterSmart?

1. Which uses **MORE** water: a bath or a 10 minute shower?
2. Household water use increases by 60% in the summer because of:
 - a. Cooking more vegetables
 - b. Taking more showers
 - c. Outdoor water use
3. What percent of the Earth’s water is available for drinking?
 - a. 20%
 - b. 1%
 - c. 75%
4. An established lawn is capable of surviving on one inch of water or less every 7-10 days. True or False?
5. Which of room in the house does most indoor water use take place?
 - a. Bathroom
 - b. Kitchen
 - c. Laundry Room
6. Which of the following is **NOT** a waterSmart gardening technique?
 - a. Mulching
 - b. Raising your mower blade
 - c. Fertilizing
 - d. Aerating
7. When is the most effective and efficient time to water your landscape?
 - a. 11 a.m. to 2p.m.
 - b. 2p.m. to 5p.m.
 - c. 4a.m. to 9 a.m.

See page 2 for answers



Spring waterSmart Garden Contest

The annual Spring waterSmart^(SM) Garden Contest brings out the green thumb in Cobb and Paulding County elementary students and teaches kids how to have a waterSmart landscape by using drought tolerant gardening techniques. With the help of program sponsors, such as Pikes Family Nurseries, participating classes are able to get their hands dirty and plant their own waterSmart garden for their school campus. More than 1,000 elementary school-aged children and their teachers have participated in the contest.

Rain Barrel of Fun

With drought conditions making it difficult to plant a spring garden, waterSmart launched the Rain Barrel of Fun contest in 2008 to teach second and third grade students how to collect water in a conservation friendly way. Each participating class got to make their own rain barrel to keep on their school grounds and then decorate it for a chance to win an ice cream party from waterSmart. The 2008 winner was LaBelle Elementary.

Mission IN-Possible

Each year waterSmart challenges Cobb and Paulding middle schoolers with a mission to save water indoors with Mission IN-Possible. Students learn how to read a water bill, save water in the home and track their water and money savings each month on their water bill. In 2008, waterSmart is taking Mission IN-Possible to the Web, making the program available to all Cobb and Paulding teachers and students.

Take a Shorter Shower

October is waterSmart's Take a Shorter Shower Month where residents are challenged to reduce their shower time to save gallons of water. Cobb County homeowners visited the waterSmart booth at the Cobb Family Fun Fest on October 16, 2007 to receive free low flow shower heads, faucet aerators and shower timers to help celebrate the initiative. waterSmart also provided low flow shower heads to students at local elementary schools in exchange for their old shower head.

The need to save water year round regardless of climate conditions is a growing issue for all Georgians that is only amplified by drought conditions. "By making water conservation fun and doable for all ages, families can truly become waterSmart together and make a positive difference for the environment," Mixon says. For more information, please visit www.waterSmart.net.

Answers:

1. Bath 2. C 3. B 4. True 5.A 6. C 7. C

About waterSmartSM

The waterSmartSM program was initiated by the Cobb County-Marietta Water Authority (CCMWA) in 2000 to educate their service area residents of all ages about the importance of indoor and outdoor water conservation and to help encourage sustainable, year-round, conservation, regardless of climate conditions. The CCMWA is in its eight year of providing the waterSmart program to the community. For more information on water conservation and waterSmart, visit www.waterSmart.net.

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