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WATERSMARTSM ANNOUNCES LAUNCH OF NEW WEB SITE

- New Web site is filled with resources, tips to help individuals save water, save time, save money -

MARIETTA, Ga. (May 27, 2008) – Residents, teachers and students now have access to water-saving tips, resources and activities at the click of a button within the newly designed waterSmartSM Web site at www.watersmart.net. As a leader in water conservation for more than eight years, waterSmart continues to provide state of science resources to help citizens save water, time and money.

As climate conditions continue to change in Georgia, Cobb County-Marietta Water Authority (CCMWA) is committed to providing the most innovative and up-to-date water conservation information through its waterSmart program. The new Web site will feature indoor and outdoor water conservation information, answers to frequently asked questions, a comprehensive guide to waterSmart’s annual contests and programs and information on climate conditions.

At a time when everyone is trying to go “green,” waterSmart is maintaining its position as the leading source of water conservation information for CCMWA service area residents. “We are constantly creating ways to make our conservation information and materials easier to access and understand so that waterSmart continues to serve the growing demand for water conservation resources for residents,” says waterSmart Program Director Becky Mixon. “The new waterSmart Web site is a culmination of our continued hard work and passion to help educate the public on the importance of water conservation.”

The new waterSmart Web site will not only appeal to the viewer for its extensive amount of resourceful information but also for its ease of use and accessibility. “Our goal was to present useful information in a way that would be easy to navigate and aesthetically pleasing,” says Mixon. By reducing clutter, visitors are not overwhelmed and are able to jump from page to page with ease while finding the information they need to adopt simple water conserving habits in and around the home.

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waterSmartSM
Web site features

- ◆ Indoor and outdoor water conservation information
- ◆ Lesson plans, exercises and activities for teachers and students of all grades
- ◆ Access to waterSmart’s annual contests and programs
- ◆ Resources and links to additional conservation sites
- ◆ Free Allatoona Ally coloring book download
- ◆ waterSmart news

The water conservation information available covers both indoor and outdoor topics as well as seasonal topics so that viewers can find easy ways to save water all year round. The Going Native page highlights the benefits of drought tolerant native plants that require less supplemental watering during arid conditions, which is perfect for anyone planting a summer garden. The information includes a list of plants certified by the Georgia Native Plant Society that can be used as alternatives to traditional landscaping selections.

For those planning for the next school year during the summer, the Web site features indoor conservation education resources that can easily be integrated into any style of classroom. waterSmart's Mission In-Possible is designed to teach six through eighth grade students how to read a water bill, how to save water indoors every day and how those saving add up in gallons and dollars. The Mission features online water conservation curriculum, lesson plans and activities for teachers, students and parents to use in the classroom and at home. The program will challenge students this fall with a contest to presents their plan on how to help people save water indoors.

“We hope that families, neighbors and classmates will utilize this resource that was designed to help make conserving water easy,” says Mixon. “By taking advantage of the information available, everyone will be able to make a positive difference in preserving one of the most precious natural resources for a healthier environment.” To get started in becoming waterSmart, log on today at www.waterSmart.net.

About waterSmart

The waterSmart program was created 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, please visit www.watersmart.net and www.ccmwa.org.

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