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TAKE A SHORTER SHOWER MONTH HELPS SAVE WATER, TIME AND MONEY
-- Metro Atlantans encouraged to conserve water indoors by installing low-flow showerheads--

MARIETTA, Ga. (Oct. 1, 2008) – October is waterSmartSM “Take a Shorter Shower Month,” and residents are invited to participate in the community initiative provided by Cobb County – Marietta Water Authority (CCMWA) and Cobb County Water System (CCWS) that encourages citizens to take shorter showers and use low-flow showerheads to save water indoors.

Although the worst of the summer heat has passed, lake and river levels in metro Atlanta continue to be below average, and Take a Shorter Shower Month helps bring the focus of water conservation indoors so that residents can find new ways to save water. “waterSmart provides resources and information on many ways to save water throughout the year,” says waterSmart Program Director Becky Mixon. “Take a Shorter Shower Month gives people the support, tools and information they need to conserve water indoors, and helps make water conservation a community effort and a lifelong practice.”

Take a Shorter Shower will be at the Fourth Annual Cobb Family Fun Fest at the Marietta Square in Downtown Marietta on Saturday, Oct. 11 to provide free water conservation resources for residents of all ages. waterSmart will give away more than 800 low-flow showerheads at the Take a Shorter Shower booth to help consumers save water that normally goes down the drain every day. Those who visit the waterSmart booth will also receive a shower timer, leak detection tablets, indoor and outdoor water conservation information and waterSmart coloring books for children.

According to CCWS Water Conservation Program Coordinator Kathy Nguyen, one person can save an average of 18,000 gallons of water each year by switching to a low-flow showerhead and approximately 2,000 gallons a year by reducing shower time by one minute. “Residents can make simple changes to everyday habits that can help reduce their monthly water bill and help conserve water

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supplies,” says Nguyen. “Take a Shorter Shower Month helps area residents make a simple change that has long lasting water conservation benefits.”

Residents will have a second opportunity to learn more about waterSmart and Take a Shorter Shower Month at the Lowe’s Heroes Water Festival at Compton Elementary School on Oct. 22. The school will be unveiling its new waterSmart Garden that was funded and built by the Lowe’s Heroes program and attendees will be able to visit different information displays to learn how they can save water. waterSmart will be on hand to give away more free low-flow shower heads and to help educate residents all about water conservation.

waterSmart is committed to making Take a Shorter Shower a success that continues beyond October and to helping homeowners and businesses join the water conservation initiative. Through community partnering, CCWS has implemented customer rebate programs, such as the Toilet Retrofit Program and Toilet Valve Program, to reward residents for their water conservation efforts. CCWS staff can also come to your home or business and give a presentation on efficient outdoor water use, provide system leak detection information and provide free commercial water audits.

It is more important than ever to conserve water both inside and outside the home as the prolonged drought continues to cripple the region’s water supplies. More than 50 Georgia counties are still under level 4 (c) watering restrictions which regulates outdoor water use, and homeowners are looking for ways to save water inside the home as well. Helping teach consumers simple conservation practices helps to preserve water supplies and reduces the threat of additional water restrictions as well as possible water shortages, fire dangers and losses to major crops and pastures.

For more information about waterSmart and ways you can save water, time and money, visit www.waterSmart.net.

About waterSmart

waterSmart is an education program designed to give Georgians the information they need to successfully conserve water. Developed by the Cobb County-Marietta Water Authority (CCMWA) in 2000 for residents in its service area, the Georgia Environmental Protection Division began using the waterSmart brand in communications and education activities in 2006 to help residents statewide understand how to maintain their landscapes while using less water. The State waterSmart program was piloted in six communities in 2007 and went statewide through a partnership with University of Georgia Cooperative Extension in 2008.

For more information on waterSmart in the CCMWA service area including Cobb, Cherokee, Douglas and Paulding counties, visit www.watersmart.net and www.ccmwa.org. For more information on the

state program visit www.ConserveWaterGeorgia.net or contact your local cooperative extension office at 1-800-ASK-UGA1.

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