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FOR IMMEDIATE RELEASE

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West Lafayette joins nationwide challenge April 1st – 30th to be most “water wise”

WEST LAFAYETTE, Ind. – Mayor John Dennis, West Lafayette, in partnership with the West Lafayette Go Greener Commission is joining mayors across the country in asking residents to make a long-term commitment to manage water resources more wisely by taking part in the annual Wyland National Mayor’s Challenge for Water Conservation — and in return residents can win a new Toyota Prius, water saving fixtures, and hundreds of other prizes.

The annual challenge, April 1- 30, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative and easy-to-do online pledges at mywaterpledge.com to use water more efficiently, reduce pollution, and save energy.

"As a community we have a responsibility to be good stewards of our natural resources. The Mayor's Challenge for Water Conservation is a fun way to remind us to be responsible with our water, not only for the month of April, but all year long," said Mayor John Dennis.

Last year, residents from over 4,100 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 1.9 billion gallons, reduce waste sent to landfills by 42 million pounds, and prevent more than 87,000 pounds of hazardous waste from entering our watersheds. The challenge goes beyond recent drought issues and looks at the ways our water use will affect the future of our communities — from how we grow food to reducing polluted runoff.

"This is a fun, quick, and no cost way to be involved with water conservation," said Manuel Contreras, West Lafayette Go Greener Commission. "We are fortunate in the Greater Lafayette area to have an abundant water supply, and we need to do all we can to be responsible with this finite resource."

To participate, residents enter online at mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of West Lafayette. Cities compete in the following population categories: (5,000- 29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents). Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius. The challenge also features additional resources for residents to take their commitment of conservation even further, from regional water and energy

resource issues to cost-saving tips at home. For questions, please contact Manuel Contreras, wewaterchallenge@gmail.com, West Lafayette Go Greener Commission.

The 6th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS).

About the Go Greener Commission

The [West Lafayette Go Greener Commission](#) promotes environmental health in our community for present and future generations. The commission gathers and disseminates information; plans and promotes practical initiatives and public policies; and measures, monitors, and reports on our community's progress on sustainability.

About the Wyland Foundation

Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

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