



News from EMWD

Community Involvement Department
951/928-3777, ext. 4391
FAX 951/928-6171
routrer@emwd.org
P.O. Box 8300
Perris, CA 92572-8300



For Immediate Release

FACING ONGOING WATER SUPPLY CONSTRAINTS, EMWD LOOKS TO AREA RESTAURANTS TO MAKE EVERY DROP COUNT

Perris, CA (July 8, 2009) — Eastern Municipal Water District (EMWD) is unveiling a new restaurant card campaign this month to encourage area restaurants to use water wisely by not placing water on tables and serving it on request only.



Recognizing the importance of partnerships in effective outreach, EMWD is offering the table cards free to restaurants to assist in publicizing their efforts. The cards which state, “*Thirsty?*”, and list water saving tips and ideas, were developed on the premise of take-away behavior change. If customers start thinking about saving water at restaurants, the behavior then shifts to how they can change habits and use water more wisely in their homes as well.

“More often than not, water sits on tables untouched”, says Ron Sullivan, EMWD Board of Directors President. Research has shown that it takes four glasses of water to clean just one glass. By refusing water you are potentially saving thousands of gallons each year. “We are asking residents and businesses to partner on simple solutions and develop a culture of wise

water use to protect our limited water supplies. Water on request only will have a huge impact on awareness”.

Two local eateries, Jose’s Mexican Food and Our Place Restaurant, both located in Moreno Valley, signed on immediately once word of the campaign went public. “Water is not getting any cheaper. It’s great to show our customers that we are conserving too because if everyone does a little, we all don’t have to do a lot,” says Alfonso Lozano, owner of Our Place Restaurant.

California’s main water sources have been severely impacted by record dry conditions on the Colorado River and water supply restrictions from the San Joaquin Delta. Right now, 80% of EMWD’s drinking water is imported from these two sources. As conservation efforts become more challenging, EMWD is seeking partnerships with local businesses to help raise awareness.

Water saving cards will be distributed in person during July. If businesses would like more information about the campaign, they can contact Roxanne M. Rountree at routrer@emwd.org or by phone at 951.928.3777 x4391. For more information on ways to use water wisely, please visit us on the web at <http://www.emwd.org/usewaterwisely>.

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EMWD is the freshwater, wastewater service and recycled water provider to a 555-square mile area from Moreno Valley southward along the I-215 corridor to Temecula and eastward to Hemet and San Jacinto. Approximately 675,000 people live and work in this area. In addition to its own water customers, EMWD supplements water to eight local water agencies and municipalities that have their own water departments. Nearly 80 percent of the freshwater supplied by EMWD comes from imported sources. EMWD operates four water reclamation facilities and treats some 45 million gallons of wastewater daily. More information can be found at EMWD’s web site www.emwd.org.