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FOR IMMEDIATE RELEASE

Conserve to Win: Water Savings Can Earn You Prizes

CV Water Counts Conservation Awards offer incentives for water savings

Palm Springs, Calif. (March 4, 2014) -- The Coachella Valley Regional Water Management Group (CVRWMG) is looking for Coachella Valley residents who have transformed their yards into water-friendly retreats, and businesses—general commercial and hospitality—that have put a water-saving technique or design in place. The inaugural CV Water Counts Conservation Awards will be announced on Earth Day, April 22.

Those with yards—big or small, front or back—that showcase beautiful desert plants and materials in lieu of turf should apply. A beautiful yard will be chosen from each of the valley's five public water agency service areas. There will also be one overall Most Beautiful Yard winner. Eligible yards must efficiently use water, using at least 20% less water than an all-turf lawn of the same size. Prizes include gift cards to home improvement stores and recognition on CVWaterCounts.com.

Valley businesses are also included. The CVRWMG will recognize a local Commercial Water Saver from each of the valley's five water agency service areas that have implemented conservation designs or techniques. To be eligible, the business must have a creative technique or design in place that saves water and the savings must be at least 20 percent. Winners will be recognized in advertising, with a plaque and on CVWaterCounts.com.

One Hospitality Water Saver will also be awarded. The qualifications, judging criteria and prizes are the same as the Commercial Water Saver category, but it is specifically open to hotels, golf courses and spas.

Applications and contest information can be found at CVWaterCounts.com and must be submitted by April 2, 2014, by emailing applications to: contest@cvwatercounts.com, or by mailing applications to:

CV Water Counts, 45-025 Manitou Drive, Ste. 13, Indian Wells, CA 92210

CVRWMG will announce the award winners on April 22, where each recipient will be recognized. The contest promises to be a fun way to reward those who have taken steps to conserve water, our most precious natural resource. Reducing water use is rewarding, but CVRWMG decided to show off the savings in order to encourage more people and businesses to take steps to save.

For more information, or for contest questions, contact Sara Toyoda of Indio Water Authority at 760-625-1815 or stoyoda@indio.org.

About CVRWMG: *The Coachella Valley Regional Water Management Group was created by Coachella Valley Water District, Coachella Water Authority, Desert Water Agency, Indio Water Authority and Mission Springs Water District to meet Proposition 84 requirements for integrated planning where multiple agencies, along with input from stakeholder advisory groups, work collaboratively within a region to better water quality and supply. For more information visit www.cvrwmg.org.*

