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NEWS RELEASE

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Do the Sprinkler!

Regional Water Authority Launches New Campaign Promoting Efficient Sprinklers

SACRAMENTO--The Regional Water Authority (RWA) and local water providers are launching a new public service campaign to raise awareness about the need for Sacramento-area residents to properly maintain their sprinkler systems.

The outreach program, which begins in March to coincide with daylight saving time (March 10) and the U.S. Environmental Protection Agency's "Fix a Leak Week" (March 18-24), encourages residents to "Do the Sprinkler" by:

- Tuning up their sprinkler system in March and April
- Checking their sprinkler system every month for problems
- Repairing water-wasting problems within 48 hours
- Scheduling their sprinkler controller according to the weather and their water provider's guidelines

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Residents can then celebrate with the "Sprinkler Dance"--the program's symbolic victory dance for having a beautiful landscape that doesn't waste water.

The public service campaign focuses on landscape water efficiency because most water use--and water waste--occurs outdoors. With the Sacramento region's hot, dry climate and long summer season, more than 65 percent of a household's yearly water consumption typically goes toward landscape irrigation. Of that, 30 percent is lost due to overwatering or evaporation.

"Efficient sprinklers can play a major role in reducing outdoor water waste," said RWA Water Efficiency Program Manager Amy Talbot. "By adjusting sprinkles to avoid overspray and runoff, for example, residents can save more than 40 gallons every time they water. Quickly repairing leaks and broken sprinkler heads can save more than 20 gallons of water per day per leak."

The public service campaign will run through August 2013. Components include regional television and radio advertising and public service announcements and outreach at community events where residents can pledge to keep sprinklers running efficiently, earn a cool prize and celebrate with the Sprinkler Dance.



Do the Sprinkler!

People everywhere are "doing the sprinkler"--they're tuning up their sprinklers in spring, checking them every month for water-wasting problems and making repairs within 48 hours. Then they're celebrating and enjoying a beautiful landscape that doesn't waste water.

See local Sprinkler Dancers--including Slamson and Dinger--and the new Sprinkler Public Service Announcements at [BeWaterSmart.info](http://www.youtube.com/bewaterSMARTinfo) or YouTube:
<http://www.youtube.com/bewaterSMARTinfo>

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In addition, detailed information about sprinklers is available at BeWaterSmart.info, including:

- Check lists that show how to perform a sprinkler tune up or monthly check
- "How to" videos about tuning up and checking sprinkler systems
- Sprinkler Symptom Solver that outlines common sprinkler problems and potential solutions
- Information about free water provider services and rebates designed to keep sprinklers running efficiently
- A list of qualified Green Gardeners who specialize in efficient sprinkler system design and maintenance

About the Regional Water Authority: *RWA is a joint powers authority representing 25 water providers and affiliates in the greater Sacramento area. Its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources.*

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