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NEWS RELEASE

Make a Star of Your Water-Wise Yard in the Summer Strong Contest!

SACRAMENTO--Did you ditch the thirsty lawn, add vibrant low-water native plants, or install water-wise drip irrigation? Is your yard ready to brave the Sacramento heat and still look fabulous?

Now's your time to shine! Local water providers are searching for stunning Summer Strong yards to feature in a regional advertising campaign in the summer of 2024.

Sponsored by the [Regional Water Authority](http://RegionalWaterAuthority.com) (RWA), the Summer Strong contest invites Sacramento-area residents to nominate their water-wise yard (or a neighbor's) online at BeWaterSmart.info/SummerStrong for a chance to be featured on digital billboards throughout the Sacramento region in July-August. Entrants will be eligible to win gift cards from local nurseries.

"The contest is a fun way to showcase what others are doing to create beautiful, water-wise yards ready to take our summer heat," said RWA Water Efficiency Program Manager Amy Talbot. "We're looking for a variety of examples—from small-scale projects and do-it-yourself initiatives to larger landscapes and professional designs."

The deadline to enter the contest is May 31, 2024, and eligible entrants must be customers of one of [RWA's member agencies](#).

The Summer Strong contest is part of the RWA's ongoing outreach campaign aimed at encouraging residents to make their yards Summer Strong—tough enough to muscle through the Sacramento region's hottest days and still look their best. Summer Strong practices include watering trees efficiently, adding low-water and native plants, checking soil moisture before turning on sprinklers, installing a WaterSense-labeled smart sprinkler timer, watering plants in the morning to reduce evaporation, and other practices.

Learn more about creating a Summer Strong yard and enter the contest today at BeWaterSmart.info/SummerStrong.

The Regional Water Authority (RWA) is a joint powers authority representing nearly two dozen water providers serving 2.2 million people in the greater Sacramento region. Formed in 2001, its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources. Learn more at rwah2o.org.