

FOR IMMEDIATE RELEASE

BREMERTON Finishes 3rd Among "Most Water Wise" Cities For April

Residents Pledge to Reduce Water Use By 15,579,261 Gallons As Part of 4th Annual National Water Challenge

Enough to fill approximately 24 Olympic-sized swimming pools.

That's the amount of water residents in Bremerton pledged to save over the next year as part of the 2015 National Mayor's Challenge for Water Conservation, an annual awareness campaign that encourages leaders to promote water efficiency in their communities.

Between April 1-30, residents from more than 3,900 cities made more than 391,325 pledges online to reduce their water use at home, around the yard, and in their lives. The challenge addresses the growing importance of educating consumers about the many ways they consume water — from swapping their lawns out in favor of drought resistant native plants to looking at how we use water for food and manufacturing.

Bremerton was a top ten finisher among other cities across the United States with the highest percentage of residents in their population categories who made water saving pledges. Winning cities included San Diego, Calif., Aurora, Colo., Torrance, Calif., and Hermosa Beach, Calif. Additionally, more than 135 mayors across the United States, including Pittsburgh, Dallas, Denver, and Tucson stepped up their involvement with personal appeals to residents to participate in the online challenge.

The Challenge is presented nationally by the Wyland Foundation and Toyota, with support from the U.S. EPA, the National League of Cities, the Toro Company, Bytelaunch, and WaterSmart Software. Residents from winning cities will be entered into a drawing this month for over \$50,000 in water-saving or eco-friendly prizes, including a Grand Prize Toyota Prius v, low-flow showerheads from WaterPik, home irrigation equipment from the Toro Company, and hundreds of home improvement store gift cards. A \$1,000 Home Improvement Shopping Spree will also be chosen from among the entire pool of U.S. participants. Additional prizes include a water efficient landscape park or school makeover for one of the winning cities, as well as WaterSmart Software tools for water utilities to help reduce resident water consumption up to 5 percent.

As prospects of water reduction mandates grow in the U.S., the campaign provides cities with a way to engage residents with positive incentives and raises the collective water I.Q. of the nation. Pledges are designed to promote water sustainability and improve water quality, along with tips for additional water savings. The campaign also included animated public service announcements, national advertising, and a multi-state school educational tour featuring the Wyland Foundation's Clean Water Mobile Learning Experience, an interactive 1,000 square foot traveling water exhibition.

Beyond their pledge to save more than 15,579,261 gallons of water, Bremerton residents agreed to reduce their use of single-use plastic water bottles by 46,426 bottles and eliminate 1,466 pounds of hazardous waste from entering watersheds. By altering daily lifestyle choices, pledges also resulted in potentially 495,376 fewer pounds in landfills. Potential savings of 137,665 gallons of oil, 74,693,576 pounds of carbon dioxide, and \$355,687 in consumer cost savings rounded out the final pledge results.

The Wyland Foundation is a 501(c)(3) non-profit organization.

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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, is actively engaged in teaching millions of students around the county about our ocean, rivers, lakes streams, and wetlands. The foundation's latest project, FOCUS (Forests, Oceans, Climate – and us) brings together the U.S. Forest Service, NOAA, and numerous non-profits to teach young people about the future of our water supplies, climate, and global health. www.wylandfoundation.org

About Toyota

Toyota (NYSE: TM) established operations in the United States in 1957 and currently operates 10 manufacturing plants. Toyota directly employs over 31,000 in the U.S. and its investment here is currently valued at more than \$23 billion, including sales and manufacturing operations, research and development, financial services and design. Toyota is committed to being a good corporate citizen in the communities where it does business and believes in supporting programs with long-term sustainable results. Toyota supports numerous organizations across the country, focusing on education, the environment and safety. Since 1991, Toyota has contributed nearly 700 million to philanthropic programs in the U.S. For more information on Toyota's commitment to improving communities nationwide, visit <http://www.toyota.com/philanthropy>.

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