



CITY OF DURHAM
Department of Water Management
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News Release

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Durham Joins 6th Annual Mayor’s Challenge for Water Conservation

Mayor Bell Encourages Residents to Take Pledge by April 30

DURHAM, N.C. — This Earth Month, you can save water, save money, become eligible for prizes, and help Durham win the National Mayor’s Challenge for Water Conservation.

At the April 3rd City Council meeting, Mayor William V. “Bill” Bell proclaimed Durham’s active participation in the annual challenge. Mayor Bell and the City’s Department of Water Management are encouraging local residents to visit www.mywaterpledge.com between now and April 30, and make a commitment on behalf of Durham to conserve water for the Wyland Foundation’s Mayor’s Challenge for Water Conservation.

The challenge, now in its sixth year, is a competition between cities across the United States to see who can be the most water-wise. Mayors and civic leaders challenge residents to conserve water, energy, and other natural resources on behalf of their communities.

“As Durham continues to grow, our water resources will be stretched to meet increases in demand,” Bell said. “By participating in the National Mayor’s Challenge for Water Conservation, residents can pledge to make Durham a more sustainable community now and for the future. Last year, our city finished in sixth place. This year, I believe we can climb to number one.”

To participate, residents enter online at www.mywaterpledge.com and then make a series of pledges to conserve water on behalf of Durham. Cities with the highest percentage of residents who take the challenge in their population category (Durham is in the “100,000 to 299,999 residents” category) are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and the grand prize – a 2017 Toyota Prius. The challenge also features additional resources for residents to take their commitment of

conservation even further, from regional water and energy resource issues to cost-saving tips at home. Pledges must be completed by April 30.

For more information about Durham's participation or additional conservation tips, call (919) 560-4381 or visit www.durhamsaveswater.org.

About the Department of Water Management

The Department of Water Management is responsible for the operation and maintenance of Durham's water supply, water treatment and water reclamation (wastewater treatment) facilities, the collection and distribution systems (including meter reading), and customer billing services. The department has a wide variety of support divisions and programs to maintain the existing infrastructure that provide these integral services, and strives to be a responsible steward of the City's physical assets. For information, visit <http://durhamnc.gov/944/>, like [Durham Saves Water](#) on Facebook, and follow [@DurhamWater](#) on Twitter.

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