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News Release

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Durham Joins 8th Annual Mayor's Challenge for Water Conservation

Mayor Steve Schewel Encourages Durham Residents to Take Pledge by April 30

DURHAM, N.C. – April is Earth Month, and water is our planet's most precious natural resource. Throughout April, Durham residents are invited to join Mayor Steve Schewel and help the City win the National Mayor's Challenge for Water Conservation.

At the April 1st City Council meeting, Mayor Schewel proclaimed Durham's participation in the annual challenge (you can watch his proclamation at <https://www.youtube.com/user/CityofDurhamNC>). The mayor and the City's Department of Water Management encourage local residents to visit www.mywaterpledge.com now through April 30, and commit to making simple water-conserving practices, such as turning off the faucet while brushing teeth, shaving, and doing dishes.

The challenge, now in its eighth year, is a friendly 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 grows, so too does our demand for water resources," Schewel said. "The National Mayor's Challenge for Water Conservation reminds us all of the value of water, and challenges residents to choose smart, sustainable practices. Using water wisely benefits our community and the entire planet. Let's take the challenge together, and help Durham reach the number one spot."

To participate, residents visit www.mywaterpledge.com and choose a series of simple 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 2019 Toyota Highlander Hybrid for the charity of their choice. The challenge also features 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 Water Management

The Department of Water Management provides award-winning drinking water, and is responsible for the operation and maintenance of Durham's water supply, treatment and reclamation facilities, collection and distribution systems, and customer billing services. Department organization includes a variety of support divisions and programs to maintain the existing infrastructure that delivers these essential services. Water Management strives to be a responsible steward of the City's physical assets. For more information, visit <http://durhamnc.gov/944/> and follow @DurhamWater on [Twitter](#) and [Facebook](#).

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