

# **For Immediate Release**



## **PRESS RELEASE**

Media Contact:

Mark Gluba, Assistant to the City Manager/Public Information Officer  
(909) 620-2448

### **5<sup>th</sup> National Mayor's Challenge for Water Conservation, April 1-30**

#### **City of Pomona joins The Nationwide Challenge for Most Water-Wise Title In April**

*POMONA, CA (March 31, 2016)* – Mayor Elliott Rothman, Mayor of City of Pomona, is joining mayors across the country in asking residents to make a commitment to conserve water and cut pollution by taking part in a national contest aimed at drastically slashing water and energy use across the nation. The annual competition rewards residents who heed the call with a chance to win a Toyota Prius, home irrigation makeovers, environmentally clean products, and hundreds more eco-friendly prizes.

The Wyland Mayor's Challenge for Water Conservation, April 1-30, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative changes through easy-to-use online pledges to reduce water and energy usage. Last year, mayors from 36 states encouraged residents to make over 390,000 pledges to promote drought resiliency, protect watersheds, and ultimately reduce stress on aging water infrastructure. In 2015, the City of Pomona ranked #18 in the 100,000-299,999 population category.

Mayor Rothman is encouraging residents to conserve water, save energy, and reduce pollution on behalf of City of Pomona at [www.mywaterpledge.com](http://www.mywaterpledge.com) throughout the month of April. Last year, residents from over 3,900 cities in all 50 states pledged to reduce their annual consumption of freshwater by 1.5 billion gallons, reduce waste sent to landfills by 47 million pounds, and prevent more than 141,000 pounds of hazardous waste from entering our watersheds.

To participate, residents enter online at [www.mywaterpledge.com](http://www.mywaterpledge.com), and then make a series of online pledges to conserve water and energy on behalf of the City of Pomona. Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius. The challenge also features additional resources for resident to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

The 5<sup>th</sup> National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from U.S. EPA WaterSense, the Toro Company,

National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS).

***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 dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. [www.wylandfoundation.org](http://www.wylandfoundation.org)

***About Toyota***

Toyota (NYSE:TM), the world's top automaker and creator of the Prius, is committed to building vehicles for the way people live through our Toyota, Lexus and Scion brands. Over the past 50 years, we've built more than 25 million cars and trucks in North America, where we operate 14 manufacturing plants and directly employ more than 40,000 people. Our 1,800 North American dealerships sold more than 2.5 million cars and trucks in 2013 – and about 80 percent of all Toyota vehicles sold over the past 20 years are still on the road today.

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For more details, please contact Julie Carver at (909) 620-3628.

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*“The City of Pomona is dedicated to improving the quality of life for its diverse community.”*