

# City of Dallas News Release

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City of Dallas

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## Giant Sunglasses-Clad Water Drop Spotted On-line! *DWU Mascot Goes Digital with New Facebook, MySpace and YouTube Web Pages*

DALLAS – Dew, the official mascot of City of Dallas Water Utilities (DWU) Conservation Division has gone digital! Dew, believed to be the only water drop in the nation to have his own Facebook, MySpace and YouTube Web pages, and decided he needed a better way to connect with fellow Dallas citizens to drive them to conserve water since his only methods of communication in the past have been through his press secretary and interpretive dance.



With the assistance of his sponsor, DWU, Dew has capitalized on the popularity of interactive media and social networking Web sites to specifically influence teens and tweens to practice water conservation. Now, anyone with a Facebook or MySpace account can view Dew's interests – like singing in the rain – and add him as their friend in an effort to *Save Dallas Water*.

DWU also recently launched a *Save Dallas Water* forum on the popular Web video sharing site, YouTube, as part of the "It's All in a Drop" Video Contest, where Dallas ISD students will post original videos about water conservation.



"DWU always strives to keep up with the times. Everything else has gone digital – why not water conservation? These Web sites are most visited by teens and tweens, an important audience for us as they represent Dallas' future," said Carole Davis, DWU conservation program manager. "DWU wants to use all the tools available to help educate individuals of all ages about the need to conserve water. Dew's participation in social networking sites allows us to reach future generations in a new and fun way."

To visit Dew on his Web pages, go to [www.facebook.com](http://www.facebook.com), profile name: Dew Drop, [www.myspace.com/savedallaswater](http://www.myspace.com/savedallaswater) and [www.youtube.com/group/savedallaswater](http://www.youtube.com/group/savedallaswater).

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**About City of Dallas Water Utilities** City of Dallas Water Utilities and its *Save Dallas Water* campaign strives to raise awareness about water conservation by providing residents with facts and information to encourage conservation at all levels of our community. The main goals of the Water Conservation Program are to extend the life of existing water supplies, reduce water waste and per capita consumption. To find out more, visit [www.savedallaswater.com](http://www.savedallaswater.com).



CITY OF DALLAS

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