

City of Dallas News Release

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City of Dallas

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Dallas Water Utilities and Dallas ISD team up to save Dallas water; *The City is launching "It's All in a Drop" video contest for middle schoolers*

DALLAS – City of Dallas Water Utilities (DWU) is propelling water conservation into the digital age with their "It's All in a Drop" video contest. Seventh grade Dallas ISD students from four middle schools will be encouraged to write, cast, direct and shoot their own Water-Wise videos and then upload them to YouTube.

The contest will kickoff on Wednesday, April 23 with pep rallies at the four participating schools throughout the week. Each pep rally will feature an appearance from DWU mascot, Dew Drop and a DWU conservation expert. Following is the pep rally schedule.

- **3 p.m.** - Wednesday, April 23: Billy Earl Dade Middle Learning Center, 2801 Park Row Ave.
- **10:45 a.m.** - Thursday, April 24: Atwell Middle School, 1303 Reynoldston Ln.
- **3 p.m.** - Thursday, April 24: Thomas A. Edison Middle Learning Center, 2940 Singleton Blvd.
- **3 p.m.** - Friday April 25: Harold Wendell Lang Sr. Middle School, 1678 Chenault St.

One winner and three runners-up will be determined by the most peer views of their videos in addition to judging by DWU experts. The contest promises to be a dual lesson in civics and technology for participating students with the voting, uploading and viewing of videos in an interactive space.

"It's All in a Drop" builds on the popularity of interactive media and enlists them in DWU's efforts to save Dallas water. "We are excited to partner with Dallas ISD, WFAA-TV Channel 8 and the Dallas Morning News to promote water conservation among youth and energize the community," said DWU conservation program manager Carole Davis.

The winning student will receive an Apple iPod touch and the chance to give the "Water-Wise Tip of the Day" on Channel 8 with Chief Meteorologist Pete Delkus. Three runners-up will receive Apple iPod shuffles and all finalists will have their videos posted on wfaa.com and dallasnews.com.

"By 2050, 25 percent of the City's water supply will need to come from conservation and reuse," Davis said. "We must save water today to have enough for tomorrow; this contest reminds our children that the future of Dallas water is in their hands."

For more information on DWU, go to www.savedallaswater.com. Also visit Dew on Facebook, profile name: Dew Drop, at www.facebook.com, and MySpace at www.myspace.com/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.



"Dallas, the City that Works: Diverse, Efficient and Progressive"