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**Saving water saves money. Water agencies unite in new marketing campaign that supports conservation.**  
***Officials say regional approach needed to protect future water supply***

(Dallas and Fort Worth, Texas-April 2, 2009)- The Tarrant Regional Water District and the City of Dallas Water Utilities announced today the two agencies have joined forces to launch the first-ever regional water conservation advertising campaign in North Texas. The campaign, which includes television ads that began airing Wednesday, will provide “one message and one voice” to reinforce the significance of water use efficiency across the region. The campaign’s underlying theme is: Save Water. Nothing can replace it.

In the past, the Dallas Water Utilities and the Tarrant Regional Water District have had individual campaigns. In 2009, however, officials agreed to regionalize their messaging to save taxpayer dollars and better communicate with the entire North Texas water consumer audiences. Also, the two water agencies pooled each entity’s resources for a bilingual conservation campaign.

Currently, most areas of Texas are facing drought conditions, and despite recent rains, most Dallas and Fort Worth area lakes are below normal levels. The goal of the radio, television, newspaper, billboard and grass roots campaign is to reduce outdoor watering and waste.

“Water conservation is much more than a Dallas issue; it’s a regional concern,” said Jody Puckett, director of Dallas Water Utilities. “We all must conserve water now to accommodate future population growth and increased demand. To that end, we anticipate the inclusion of other area water providers in the coming years.”

Tarrant Regional Water District executive director Jim Oliver underlined the importance of a regional campaign in advertising, planning, at the Legislature and in collaborative planning among the key water agencies.

“We have regional water shortages- droughts are not a Dallas or Fort Worth problem, and we must work together to protect all of North Texas,” said Oliver. “This first step in our advertising is both educational and provocative. We think it will get your attention. We also want to remind citizens that in these tough economic times, saving water- saves money.”

(more)

The television ads begin with ambient sound of a sprinkler system running with a homeowner in the foreground. Soon the character gets inundated with text messages, skywriting, and on mobile billboards urging him to not “over-water” his lawn. Instead, the ad concludes: Save water. Nothing can replace it.

Reporters can view the televisions spots by clicking on the following links:

[http://www.thewolfagency.com/Net\\_View/DWU/WATER\\_english\\_03-26-09.wmv](http://www.thewolfagency.com/Net_View/DWU/WATER_english_03-26-09.wmv)

[http://www.thewolfagency.com/Net\\_View/DWU/WATER\\_Spanish\\_03-26-09.wmv](http://www.thewolfagency.com/Net_View/DWU/WATER_Spanish_03-26-09.wmv)

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