

# City of Dallas News Release

Marketing & Media Relations / PIO

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**Attention:**

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## **Dallas students invited to create a slogan for “Dew”**

*“Create a Slogan for Dew” contest open to Dallas elementary and middle schoolers*

**Dallas** - City of Dallas Water Utilities (DWU) is sponsoring a “Dew” slogan creation contest. “Dew” has been the Dallas’ water conservation mascot and part of DWU’s education efforts since 2005, but doesn’t have a slogan or theme line.

Elementary and middle school students attending Dallas schools are eligible to participate in the contest. Deadline for entries is July 24. The contest is open to all first through eighth grade students attending Dallas schools and will be presented to children in summer recreation programs, church programs and via [www.SaveDallasWater.com](http://www.SaveDallasWater.com).

“This is a great way to engage young people in water conservation efforts,” said DWU Conservation Program Manager Carole Davis. “We hope to use one or more of the winning entries in future Dallas Water Conservation campaigns,” Davis added.

Contest entry forms include a picture of a billboard with “Dew” and room for contestants to write a slogan relating to water conservation. The grand prize winner will receive a Wii game system, and the five honorable mention winners will receive an iPod Shuffle. For more information, contest rules and an entry form, visit [www.SaveDallasWater.com](http://www.SaveDallasWater.com).