

# City of Dallas News Release

Marketing & Media Relations / PIO

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## **City of Dallas Water Conservation Mascot “Dew” Gets a Slogan** *7<sup>th</sup> grade Dallas student wins “Dew” slogan creation contest*

**Dallas** - Four years after his election, Dew, the water conservation mascot for the City of Dallas, has a tag line thanks to the creativity of Dallas elementary and middle school students.

The winning slogan “***You can’t go green without going blue***” was submitted by Kyela Wilson-Evans who created her entry during the summer camp program held at Kiest Park Recreation Center in Dallas. Kyela’s entry was selected from 582 slogans in the contest sponsored by Dallas Water Utilities (DWU). In addition to the grand prize winning entry, five other children won honorable mentions.

“We are very pleased to see so many of our young people take an interest in water conservation,” said DWU Conservation Program Manager Carole Davis. “We thank every youngster who submitted an entry and we applaud the six finalists, especially our grand prize winner Kyela Wilson-Evans,” Davis added.

The grand prize winner won a Wii game system and the five honorable mention finalist winners each received an iPod Shuffle. DWU officials hope to use one or more of those slogans in upcoming Dallas Water Conservation campaigns.

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