

# WHY CONSERVATION?

*With population and industry growth comes a greater thirst for water. Water is a limited resource that can quickly become scarce if we do not take measures to conserve and protect it.*

## Everyone's Responsibility

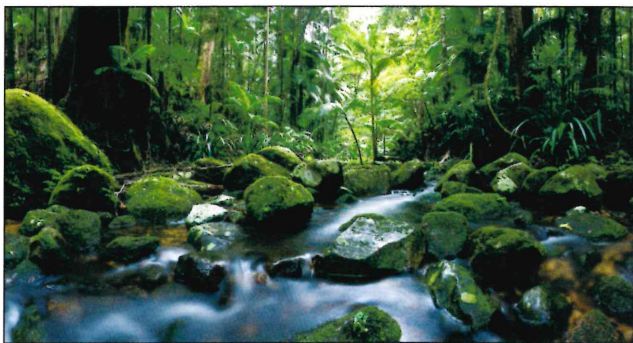
Working to protect our precious water supplies is critical. Everyone needs to play a part and do the right thing for our planet.

## Protect a Limited Resource

Although we are surrounded by water, most is not drinkable. In fact, only 3% of the world's water is fresh water and of this, 2/3 is stored in ice caps and glaciers. That leaves only 1% of the world's water available for drinking.

## Keep Water Clean

To ensure that our water needs will always be met, we must protect our water supplies against the constant threat of pollution. This includes proper disposal of household hazardous waste and pharmaceuticals.



## Save Energy

Conserving water helps reduce the energy used for water conveyance, treatment, and storage. Reducing hot water usage saves energy as well.

## Save the Environment

Conserving water also saves a precious natural resource, avoids overdraft of reservoirs and groundwater, maintains future water supplies, and leaves more water for wildlife.

## Save Money

By conserving, you can save on your water and utility bills, and sewer and septic costs.

## Look for the WaterSense Label



The WaterSense label identifies water-efficient products and programs. Look for this label when you shop for toilets and bathroom sink faucets. Look for other products with this label in the future.

## EASY WAYS TO CONSERVE

1. When waiting for cold tap water to warm up, capture wasted water in a pitcher or watering can to water plants.
2. Fix leaks. A faucet that drips can waste up to 3,820 gallons of water per year. Most leaks are easy to repair.
3. Reuse water when you can. A bucket in the shower can catch water for plants and clean-up jobs.
4. Watch how much water you use when doing dishes, brushing teeth, and showering. Follow the easy tips in this brochure to use less.

