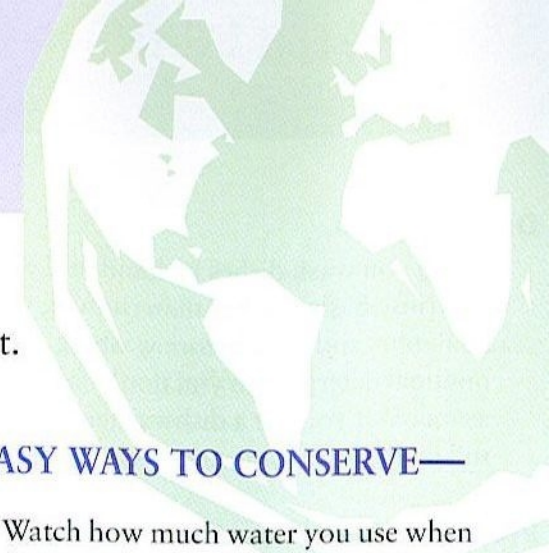


WHY CONSERVATION?



*W*ith 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.

Keeping Water Plentiful

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 icecaps and glaciers. That leaves only 1% of the world's water available for drinking.

Keeping Water Clean

Conserving water is only half the battle. To ensure that our water needs will always be met, we must protect our water supplies against the constant threat of pollution.

Everyone's Responsibility

Working to protect our precious water supplies is critical. Read on in this brochure to learn more about water and what can be done to protect and conserve it.

WE USE WATER EVERY DAY

- To grow our food.
- To provide power.
- To control fire.
- To heat and cool our homes and places of work.
- To keep us clean.
- To keep us alive.

Save Money

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

Save Energy

You'll save energy by reducing the amount of hot water you use and by saving electricity used to pump water.

Save the Environment

Conserving water helps ease the burden on conveyance, treatment, storage, and distribution facilities.

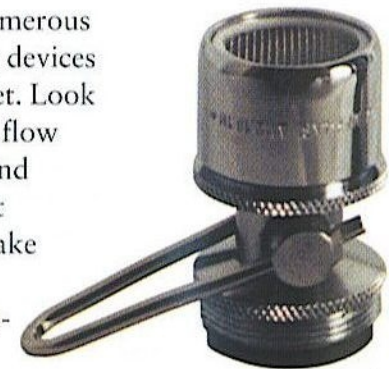
Easy Saving Tip

If your water heater is not insulated, an insulation blanket can help you save energy and money. Always follow installation instructions carefully!



4 EASY WAYS TO CONSERVE—

1. Watch how much water you use when doing dishes, brushing your teeth, showering, and washing your car. Follow the easy tips in this brochure to use less.
2. Fix leaks. A faucet that drips can waste up to 3,280 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. There are numerous water-saving devices on the market. Look for aerators, flow regulators, and displacement devices to make your home conservation-friendly.



Use less water—especially less hot water—to keep bills down.

