



CITY OF PALO ALTO
UTILITIES

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MEDIA ALERT

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Water Double Doozy! Mayor's Challenge and Palo Alto's Great Race both in April

April may not bring many showers, but it *will bring* two terrific events highlighting the need to conserve our precious water resources.

3rd Annual Nationwide Mayor's Challenge for Water Conservation (April 1-30)

Palo Alto Mayor Nancy Shepherd joins mayors across the country in asking local residents to take part in this national month-long contest. People pledge their commitment online to conserve water (and some energy, too!), with a chance to win a Toyota Prius Hybrid or hundreds of other prizes. The challenge is sponsored by the non-profit Wyland Foundation,

"This program rewards commitment – the winners of the challenge are those cities with the highest percentage of citizens willing to take the pledge," explains Mayor Shepherd, "Last year, we were in the top 20 cities in the nation – let's shoot for #1 in 2014!"

- Details and to make a pledge: www.wylandfoundation.org/mywaterpledge

Great Race for Saving Water (April 19)

Calling all life forms dependent on water!

For the second year in a row, the Palo Alto Utilities and the Tuolumne River Trust are sponsoring this "5K fun run and tons more" event, which takes place starting at 9am at the Palo Alto Baylands. Everyone in the region is welcome to either run, walk, stroll, jump or otherwise traverse the course---and if they are swift, they may catch the running toilet!

The first hundred registrants receive a bag of goodies including a groovy reusable water bottle. Prizes for winners include a Tuolumne River Canoe trip and Keen running shoes.

But everybody who shows up is gonna win, because whether or not folks choose to enter the race, just by dropping by they will be awash in yummy eats, great live music and fun booths overflowing with water efficiency info and giveaways from a long list of co-sponsors ranging from national non-profits to local government agencies. Using compost saves water...so there will be free compost bins available as well.

- Enjoy a "30 second movie trailer" promo video for Great Race: <http://vimeo.com/90247218>
- Website with details: www.cityofpaloalto.org/GreatRace

The current drought ain't over yet—despite recent rains---and even when it is, cyclical weather patterns mean it will be coming back---so improved efficiency is the name of the game. But there's no reason we can't have a whole lotta fun while we're preparing for a water-wise future!

Debra Katz, Utilities Communications Manager

City of Palo Alto

debra.katz@cityofpaloalto.org (650) 329-2474