There are a number of ways to save water, and they all start with you.

Consumers said, "Don't tell us to save water, show us **how** to save water." So in 2000 we launched the "Water – Use It Wisely" conservation campaign. The program features more than one hundred unexpected but highly effective water-saving devices found around the home and workplace. And it's flexible. If you need a specific marketing piece, we will create it for you.

TV Commercials & PSAs

We can simply insert your logo and contact information into any of the seven 30-second PSAs, and you'll instantly be part of a TV campaign that won three National Telly Awards for outstanding commercial production. The 5-, 10- and 30-second PSAs are currently available in English and Spanish.

Print Advertisements

The Utility Communicators International organization named "Water – Use It Wisely" the "Best Overall Campaign" for 2001. Now you can customize black and white newspaper ads or color magazine ads in several sizes.

Other dynamic ad materials include:

- Radio commercials
- Theater slides
- Bus cards
- Garbage truck signs

Colorful and Fun Collateral

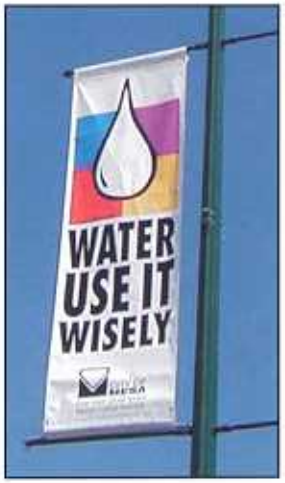
"Water – Use It Wisely" received the coveted Valley Forward Crescordia Award for Environmental Education, primarily for its comprehensive, multi-cultural approach to conservation. You can not only customize the messages using 26 different water-saving device photos, but you can also specify the language. If we don't have it, we'll create it for you.

- Brochure
- Landscape watering guide
- Poster
- Flash cards
- Trading cards
- Logo & graphics for your internal publications

Specialty Items

Do you have a premium item in mind? We can create it with the "Water – Use It Wisely" theme. Current favorites include magnets, decals, bookmarks, hats, shirts, water bottles, calendars and even temporary tattoos.

World Wide Web Presence

The campaign website, wateruseitwisely.com, is a clearinghouse of water conservation information. As a campaign partner, you'll receive a preferred position in your state on the water conservation map. Plus, by linking to our site, you can enhance your web presence with content without the time and cost of creating it all yourself.

Utility Communicators International recognized wateruseitwisely.com as the "Best Web Site" for 2001.