



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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Water Conservation Flies Friendly Skies in Palm Beach County *Travelers at PBLA will get water-saving tips through awareness campaign*



(Click on the images for larger versions.)

West Palm Beach, FL – Visitors flying to South Florida and residents returning home through Palm Beach International Airport can pick up something new with their luggage – advice on how to save water by reusing hotel towels or by turning off the faucet while brushing their teeth.

These quick tips, displayed in public service announcements, make up a joint awareness campaign launched this week by the South Florida Water Management District (SFWMD) and Palm Beach County to encourage travelers to conserve water while in South Florida.

“The new campaign at Palm Beach International Airport is an excellent example of the partnerships that are necessary to successfully develop a year-round water conservation culture in South Florida,” said SFWMD Governing Board member Patrick J. Rooney Jr. “Together, the District and Palm Beach County will reach thousands of travelers each day with a simple message – we can all do our part to conserve water.”

Palm Beach County is displaying the two District-designed public service announcements on a rotating basis on large LCD screens in the baggage claim area of the airport. The partnership will help share easy ways to conserve water with a large audience. Nearly 6 million passengers traveled through Palm Beach International Airport in 2009, according to data from the Palm Beach County Department of Airports.

“This message is important for visitors enjoying the treasures of Palm Beach County,” said Palm Beach County Commission Chair Burt Aaronson. “Each should be aware that they can contribute to conserve our precious natural resource — water.”

Palm Beach International Airport joins Fort Lauderdale-Hollywood and Miami international airports in promoting water conservation through a public service announcement campaign with the District during Water Conservation Month and beyond.

For more than a decade, Florida has recognized Water Conservation Month in April, which represents the height of the South Florida dry season when historically limited rainfall and peak water demand often stress regional water supplies. Water conservation is essential year-round for addressing regional weather extremes and growing demands on a limited water supply that South Florida’s 7.5 million residents, economy and unique environment all depend on.

The South Florida Water Management District’s Comprehensive Water Conservation Program was approved by the Governing Board in September 2008 to encourage more responsible use of water resources throughout South Florida. Numerous stakeholders worked with the District to define specific regulatory, voluntary and incentive-based programs and in-depth education and marketing plans that will help foster a year-round conservation ethic. The program includes the Year-Round Landscape Irrigation Conservation Measures that took effect across South Florida on March 15.

For details on the Comprehensive Water Conservation Program and water-saving tips, please visit www.savewaterfl.com. More information about Palm Beach International Airport can be found at www.pbia.org.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state’s five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.