



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

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MEDIA ADVISORY

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Water Conservation Campaign Prepares for Takeoff at Miami Airport *SFWMD and Miami-Dade County will introduce awareness campaign on Thursday*

WHAT: The South Florida Water Management District (SFWMD) and Miami-Dade County are launching an awareness campaign that will offer water conservation tips in English and Spanish to visitors flying to South Florida and residents returning home through Miami International Airport.

The District and Miami-Dade will officially unveil the campaign at the airport during an event marking National Tourism Week. County officials will also be providing details on a new partnership with the Florida Department of Environmental Protection (DEP) to assist with implementation of the state's Green Lodging Program.

The joint awareness campaign supports the District's Comprehensive Water Conservation Program, approved by the SFWMD Governing Board in September 2008 to encourage more responsible use of water resources. The program emphasizes local partnerships, such as this one between the District and Miami-Dade County, to help foster a year-round water conservation ethic across South Florida.

For more details on the Comprehensive Water Conservation Program, please visit www.savewaterfl.com. More information about Miami International Airport can be found at www.miami-airport.com.

WHEN: Thursday, May 13, 2010

TIME: 10 a.m. - noon

WHERE: Miami International Airport
4200 N.W. 21st St.
Miami, FL 33122
[Click here for directions.](#)

WHO: Miami-Dade County Mayor Carlos Alvarez, SFWMD Miami-Dade Service Center Director Ed Hernandez, SFWMD staff and officials from Miami International Airport, DEP, the Greater Miami Convention & Visitors Bureau and the Greater Miami and The Beaches Hotel Association.

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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.