



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

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MEDIA ADVISORY

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www.sfwmd.gov/news

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SFWMD Encourages Water Conservation

As the dry season continues, remember to follow an ethic of water conservation

WHAT: The South Florida Water Management District (SFWMD) promotes water conservation year-round to reduce the demand on freshwater sources that people, businesses and the environment depend on. The dry season, which historically lasts from November until May, is an ideal time to expand practices that minimize water use.

While last month was the driest November on record, South Florida is not currently experiencing a water shortage or drought. However, part of the region was in a drought in six of the last seven years. The dry periods are a reminder that dramatic swings in South Florida’s weather are possible. A long-term commitment to water conservation helps to minimize the impact of dry times.

HOW: Media outlets are encouraged to offer this web link and graphic on their websites to link users to the District’s water conservation website:

<p>Option 1: Button only (graphic) and separate link</p>	 <p>http://www.savewaterfl.com</p>
<p>Option 2: Button with hyperlink embedded</p>	
<p>Option 3: HTML code to post on your website</p>	<pre><img src="http://www.sfwmd.gov/portal/page/</pre>

	portal/xrepository/sfwmd_repository_gif/logo_wateruse_sfwmd_button.gif alt="Reduce Your Water Use, no excuse. Visit savewaterfl.com" width="190" height="75" hspace="0" vspace="0" border="0">
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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.