



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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SFWMD "Water Matters" Newsletter with Water Saving Tips Coming to a Newspaper Near You This Saturday

Water conservation helps residents stretch and protect local water supplies



West Palm Beach, FL – With drought conditions and declining water levels enduring throughout a majority of its 16-county region, the South Florida Water Management District (SFWMD) is promoting a wise water use ethic.

As part of a comprehensive public outreach initiative to encourage awareness and promote conservation, the next SFWMD "Water Matters" newsletter will feature timely water conservation tips as well as a six-month 2009 water conservation calendar "poster" for readers to keep and display. The April through September calendar offers ideas for how to use water wisely outdoors each month.

With outdoor irrigation accounting for up to half of household water use in South Florida and predictions of continuing dry conditions, there are easy ways to conserve water to help protect our region's most valuable resource. Even with watering restrictions, residents can maintain a drought-resistant landscape, and 'Water Matters' will help show how.

With February's end, the 2008-2009 South Florida dry season became the third driest on record dating back to 1932. The forecast of persistent dry conditions through the remainder of the dry season underscores the need for continued conservation to stretch the water supply.

Landscape irrigation remains restricted to two-days-a-week for a majority of the region. More information about irrigation limits by area is available on the District's [water restrictions](#) Web site. To get more tips on saving water, visit www.savewaterfl.com.

Scheduled for release March 28, the biannual, four-page newsletter will reach an audience of nearly 1 million readers as an insert in 20 leading English and Spanish-language newspapers across the District. In addition, this issue of "Water Matters" will be disseminated directly to several thousand people electronically or via direct mail and is available for download at www.sfwmd.gov.

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About the South Florida Water Management District – [Celebrating 60 Years \(1949-2009\)](#)

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.