



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

April 5, 2010

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Water Conservation Soars in Broward County

Awareness campaign at Fort Lauderdale Airport offers water-saving tips to travelers



(Click on images for larger versions.)

West Palm Beach, FL – Visitors coming to South Florida through Fort Lauderdale-Hollywood International Airport – as well as residents returning home – are being reminded to save water by turning off the faucet while brushing their teeth and by reusing towels at hotels.

These and other quick tips, displayed in public service announcements at the airport, make up a joint awareness campaign launched by the South Florida Water Management

District (SFWMD) and Broward County to encourage travelers to conserve water in South Florida.

“Our partners in Broward County have embraced the year-round water conservation culture that is taking root in South Florida,” said SFWMD Governing Board member Shannon Estenoz. “By working together, we have a rare opportunity to share a water-saving message with tens of thousands of people who travel to and from South Florida each day.”

Broward County is displaying the three District-designed public service announcements on a rotating basis on 12 LCD screens throughout the airport. The partnership will help share easy ways to conserve water with a large audience. More than 21 million passengers traveled through Fort Lauderdale-Hollywood International Airport in 2009, according to data from the Broward County Aviation Department.

“Using our airport to promote water conservation allows us to reach out to people in Broward County and from all over the world,” said Broward County Commissioner Kristin Jacobs, who also serves as Vice-Chair of the Broward County Water Resources Task Force. “Water conservation needs to be practiced locally and globally in order to be most effective.”

The awareness campaign began shortly before the start of 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 Fort Lauderdale-Hollywood International Airport can be found at www.broward.org/airport.

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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.