



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

## NEWS RELEASE

April 30, 2010

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**Water CHAMP Expands in Florida Keys, Welcomes New Participant**  
*Expansion opens the pilot program to hotels and motels with more than 100 rooms*



**West Palm Beach, FL** – Building on a positive response to the Water Conservation Hotel and Motel Program (Water CHAMP) from smaller lodging facilities, the South Florida Water Management District (SFWMD) is expanding the program to hotels and motels in the Florida Keys with more than 100 rooms.

“Water CHAMP is already a successful example of how seemingly small actions can add up to big water savings,” said SFWMD Executive Director Carol Ann Wehle. “The growth of the program in the Florida Keys will allow more hotel and motel owners to realize its benefits while helping the District protect the regional water supply.”

Water CHAMP is a free public education program that helps hotels and motels save water, improve energy efficiency and reduce operating costs. The SFWMD is piloting the program in South Florida with Florida Keys lodging facilities. Since the District introduced Water CHAMP in August 2009, 17 hotels and motels with a combined 669 rooms have enrolled. Rock Reef Resort in Key Largo is the latest to commit to saving water through the program, signing on in March.

Keys hotels and motels that enroll in the program commit to:

- Implementing reuse programs that encourage guests to use towels and linens more than once during their stay.
- Installing high-efficiency faucet aerators, provided by the District, in every guest room.

Each Water CHAMP hotel and motel receives an orientation briefing for property managers as well as training materials, linen reuse pillow cards, towel reuse door hangers and promotional materials for guests – all at no cost to the facility.

Through conservation measures promoted by Water CHAMP, each of the 669 rooms in the enrolled hotels and motels could save an estimated 21 to 23 gallons of water per night occupied. For an example occupancy rate of 75 percent, combined water savings for the facilities would be more than 4 million gallons of water per year. The District is working with the Florida Keys Aqueduct Authority to measure actual water savings generated by the program.

The expansion of Water CHAMP to include facilities with more than 100 rooms comes during Water Conservation Month across Florida. For more than a decade, Water Conservation Month has served as a time to increase awareness of wise water use during the height of the annual dry season. 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.

Water CHAMP is a component of the District's Comprehensive Water Conservation Program, which encourages more responsible use of water resources throughout South Florida. For details on the Comprehensive Water Conservation Program and water-saving tips, please visit [www.savewaterfl.com](http://www.savewaterfl.com).

Lodging facilities of any size in the Florida Keys that are not yet qualified for the Florida Green Lodging Program may sign up for Water CHAMP by contacting Tom Genovese, SFWMD Florida Keys Service Center director, at [tgenove@sfwmd.gov](mailto:tgenove@sfwmd.gov) or (305) 453-1275. More information about the program, including a list of participating hotels and motels, is available [here](#).

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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.*