



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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Water Conservation Campaign Lands at Miami International Airport *Travelers to get water-saving tips through bilingual awareness campaign*



(Click on the images for larger versions.)

Miami, FL – Tourists, business travelers and South Florida residents returning home can now pick up some water-saving advice with their luggage when they arrive at Miami International Airport.

Displayed in public service announcements in English and Spanish, these quick tips make up a joint awareness campaign that was officially unveiled Thursday by the South Florida Water Management District (SFWMD) and Miami-Dade County. The

announcements encourage travelers in South Florida to conserve water through simple steps, such as reusing hotel towels or turning off the faucet while brushing their teeth.

“By working with our partners at Miami-Dade County, we can now share a simple water-saving message with tens of thousands of people each day at one of the busiest airports in the world,” said SFWMD Governing Board Chairman Eric Buermann. “Partnerships such as this one are an invaluable part of establishing the year-round water conservation culture needed to protect South Florida’s finite water resources.”

Miami-Dade County is displaying the six District-designed public service announcements — three in English and three in Spanish — on backlit displays throughout the airport. The partnership will help share easy ways to conserve water with a large audience. Nearly 34 million passengers traveled through Miami International Airport in 2009, according to data from the Miami-Dade Aviation Department. In 2008, the airport ranked as the 15th-busiest in the United States and the 29th-busiest in the world.

“It is important to let our visitors know that we care about the protection of our natural resources, and we invite them to do the same during their stay,” said Miami-Dade County Mayor Carlos Alvarez. “We are pleased to partner with the South Florida Water Management District and Miami International Airport to share the message of conservation through this awareness campaign.”

Miami International Airport is joined by Fort Lauderdale-Hollywood and Palm Beach international airports in promoting water conservation through a public service announcement campaign with the District. The three South Florida airports had combined traffic of 61 million domestic and international passengers last year alone.

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 SFWMD Governing Board approved the District’s Comprehensive Water Conservation Program 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 Miami International Airport can be found at www.miami-airport.com.

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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.