



Media Contact  
Mary Eva Tredway / Tyre Sperling  
[mtredway@duffey.com](mailto:mtredway@duffey.com) / [tsperling@duffey.com](mailto:tsperling@duffey.com)  
(404) 446-1673 / (404) 446-1670

**TEACH KIDS HOW TO CONSERVE WATER IN HOT SUMMER MONTHS**  
*- waterSmart goes back to school with best practices for 'beating the drought' -*

**ATLANTA** (Aug. 9, 2007) – Students are heading back to school, but on the weekends, families are still soaking up summer and enjoying outdoor activities. And playing in water is a highlight of their leisure time.

The Georgia Department of Natural Resources (DNR) is asking Georgians to incorporate outdoor water conservation into their routines. While water conservation is important for residents year round to help save time, money and their lawns, it is especially important when the state is experiencing drought conditions.

To help educate Georgians on how to conserve water, DNR and the Cobb County – Marietta Water Authority have launched “*Save Water, Save Time, Save Money...waterSmart,*” a statewide educational program that teaches Georgians how to reduce their outdoor water use. Consider some of these outdoor water conservation ideas the next time you reach for the hose:

- Visit a local pool to let your kids cool off. They likely will find other kids with whom to play, and you won't be asked to fill up the temporary pool in your backyard.
- Don't turn the sprinkler on just to let the kids run through it. Know the watering schedule and let them have fun playing in the water while you also are watering your lawn. Do not allow water to just run down the driveway and into the street - this is wasteful and not helping to protect your landscaping investment.
- If you do fill up a small pool for your kids at home, use it for two purposes. Once the kids are done playing, let them help you water your plants by scooping out buckets of pool water. They'll likely have just as much fun helping to water the plants as they did playing in it!

As of April 18, 2007, the State of Georgia was declared to be in a level two drought response, which limits outdoor water use to mornings only. The schedules are:

- Odd-numbered addresses may use water outdoors on Tuesdays, Thursdays and Sundays from midnight to 10 a.m.
- Even-numbered addresses may use water outdoors on Monday, Wednesdays and Saturdays from midnight to 10 a.m.

**-MORE-**

However, local cities and counties can impose more stringent watering schedules based on local conditions. For the most accurate watering schedules, Georgians should contact their local water provider.

“With such a dry spring, the rain we do get this summer won't pull us out of the drought,” says Dr. Carol A. Couch, Director of the Georgia DNR's Environmental Protection Division. “During this critical time, Georgians are encouraged to follow the water use schedules and commit to conserving water.”

By raising awareness among consumers about water conservation, waterSmart aims to establish subtle habit changes among Georgians that will help them save water, money and their landscaping. Water conservation is important for residents year-round, but when the state experiences drought conditions, it becomes more essential than ever. To learn more about waterSmart, water conservation and the drought in Georgia, visit [www.ConserveWaterGeorgia.net](http://www.ConserveWaterGeorgia.net).

### **About waterSmart**

The waterSmart program was developed in conjunction with the Georgia Water Wise Council and the Cobb County Cooperative Extension Service. It is endorsed by the Georgia Green Industry Association and the Georgia Turf Association, as well as numerous lawn and garden experts. The waterSmart program also has partnered with DNR and the Education Roundtable to provide additional education and outreach tools aimed at reducing outdoor water use.

Plants need no more than one inch of water every seven to ten days to stay healthy. The waterSmart program offers these simple, state-of-science tips for maintaining healthy lawns while using less water:

1. **Water only once a week.** When it hasn't rained, a deep soaking every week will provide your plants with plenty of moisture.
2. **Soak, don't sprinkle.** When you water, aim the nozzle at the base of plants so more water will reach the roots.
3. **Don't water in the heat of the day.** You will only lose water to evaporation. If you have an automatic system, set it to come on in the early morning hours between 4 a.m. and 10 a.m.
4. **Turn off sprinkler systems when it rains.** Install an inexpensive rain sensor shut-off switch.
5. **Mulch!** Using pine straw, bark chips or ground hardwood mulch on the roots of plants and trees helps the soil retain water.

###