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Media Contacts:
Denise Hickey, North Texas Municipal Water District
972-442-5405, dhickey@ntmwd.com

Kelli Johnson or Stephanie Kruczek, EnviroMedia Social Marketing
512-476-4368, ext. 310, kjohnson@enviromedia.com
512-476-4368, ext. 441, skruczek@enviromedia.com

North Texas Residents Have One Month Left To Enter Water IQ Water Genius Contest
Grand prize is $1,000 gift card to Elliott's Hardware

WYLIE, Texas— The Water IQ Water Genius Contest, which runs through July 31, asks citizens to change their wasteful water-use habits and turn themselves into Water Geniuses. Residents served by North Texas Municipal Water District (NTMWD) can submit a water-wasting habit they have, along with a solution to fix it. North Texans have one month left to confess their water-wasting habits and their solution for a chance to win prizes in this year's Water IQ Water Genius Contest.

Some early confessions include:

- "I leave the water running while I'm brushing my teeth." – Forney resident
- "I take one-hour showers." – Allen resident
- "I water my yard too much." – Forney resident

There will be 10 winners total, including a grand-prize winner who will receive a $1,000 gift card to Elliott's Hardware and nine runners-up who will receive other prizes.

"As people think about their water-wasting habits, they are realizing that saving water is easy and that small changes can make a big difference to the region's water supply," said Jim Parks, executive director of the NTMWD.

Elliott's Hardware Offers Grand Prize
Elliott's Hardware, North Texas' full-service, family-owned independent hardware store, is partnering with the NTMWD to offer a $1,000 gift card to the Grand Prize winner of the Water IQ Water Genius Contest.

"We are delighted to participate in the Water Genius Contest and to help encourage people to make their homes more water efficient," said Gary Rogers, manager of Elliott's Hardware in Plano.

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Water-wise products available at Elliott's Hardware include rain barrels, mulch, soil amendments, soaker hoses and timers, dual flush toilets, tankless hot water heaters, high efficiency shower heads, and replacement and repair parts for leaky plumbing, indoors and out.

Water Genius Contest Rules
Contest information and complete rules can be found at http://northtexas.wateriqknowyourwater.org/bad_habits.php. Entrants must be a resident in the NTMWD service area. Submissions are accepted online or in person at the Water IQ community outreach events. The NTMWD Water IQ event schedule can be found at http://northtexas.wateriqknowyourwater.org/events.php. A panel of judges will evaluate submissions based on the creativity and effectiveness of solution to the bad habit.

"Bad Habits" Tour, TV Spot
The Water IQ Water Genius Contest coincides with the NTMWD's summer-long water awareness and conservation campaign that features "Bad Habits" outreach events and a humorous television public service announcement that encourages consumers to drop at least on bad water habit this summer.

The PSA can be viewed at http://northtexas.wateriqknowyourwater.org/media/NTMWD_BadHabits.mov

The NTMWD serves more than 1.6 million customers and uses Water IQ — an official state of Texas water education campaign — to help encourage residents and businesses to use water wisely and efficiently.

About North Texas Municipal Water District
NTMWD directly serves the following cities and/or water supply agencies: Allen, Farmersville, Forney, Frisco, Garland, Mesquite, McKinney, Plano, Princeton, Richardson, Royse City, Rockwall, Wylie, Bonham, Caddo Basin S.U.D., Cash W.S.C., College Mound W.S.C., Copeville S.U.D., East Fork S.U.D., Fairview, Fate, Forney Lake W.S.C., Gastonia-Scurry S.U.D., Greater Texoma Utility Authority, Josephine, Kaufman, Kaufman Four-One, Lavon W.S.C., Little Elm, Lucas, Melissa, Milligan W.S.C., Mt. Zion W.S.C., Murphy, Nevada W.S.C., North Collin W.S.C., Parker, Prosper, Rose Hill S.U.D., Rowlett, Sachse, Seis Lagos M.U.D., Sunnyvale, Terrell and Wylie Northeast S.U.D.

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