



Save Your Customers Water

Four new ways to celebrate Fix a Leak Week

By now you've probably heard of Fix a Leak Week. Not just in this magazine, but hopefully in your hometown. Utilities, retailers, manufacturers, and other organizations involved in the U.S. Environmental Protection Agency's WaterSense program will educate consumers across the country March 12 through 18 about the importance of finding and fixing leaks to save water and money.

WaterSense offers a variety of Fix a Leak Week resources that you can use to help build business by fixing failing faucets, catching running toilets, and shutting down shower leaks. Visit our website <http://tinyurl.com/7afaqlr> or call the WaterSense Helpline at 866-WTR-SENS (987-7367) to request a Fix a Leak Week logo, post card, or bill stuffer for your March advertising or promotions.

In addition, here are four new ways to get involved in Fix a Leak Week this year:

- 1. Get Stuck on WaterSense:** Plumbers are encouraged to use the Fix a Leak Week logo. If you don't advertise or have a website where you can post this mark, how about making it into a truck magnet? Your whole fleet can spread the word on the street that it's time to beat leaks.
- 2. Get the Kids Involved:** The most effective messengers in today's "green" movement are often children. If you want to spread the word to parents that it's time to fix that leak, why not enlist their kids? WaterSense has created a number of Fix a Leak Week materials for families, kids, and teachers.



Plumbers joined the Great Dallas Fix a Leak Roundup to repair fixtures in low-income homes.

Visit the WaterSense website, <http://tinyurl.com/6qlnqc2>, to download a copy of our Fix a Leak Week Kids' Activity page and bring it along for the littlest customers on your next job.

- 3. Get Smart:** Did you know that minor household leaks account for more than 1 trillion gallons of water wasted annually in the United States? That's enough water to supply Arizona, Utah, Colorado, and New Mexico for more than a year! Learn the facts about leaks so you can make the case to customers. Visit the WaterSense website for more startling statistics.
- 4. Get Online:** Are you or your employees on Facebook or Twitter? These social networks are a great way to get your friends and fans to take action. Post this on your Facebook page, and challenge your social network to "like" your status or repost it:

The average household wastes more than 10,000 gallons of water each year from leaks. Learn how to "check, twist, replace" to stop water from dripping down the drain. www.epa.gov/watersense/pledge

You can also "like" EPAWaterSense on Facebook or follow them on Twitter (#epawatersense) and let us know what you're doing for Fix a Leak Week. For more information or materials to promote Fix a Leak Week, contact the WaterSense Helpline at watersense@epa.gov or 866-WTR-SENS (987-7367). **RJ**



Stephanie Thornton is responsible for collaborating with WaterSense program partners to facilitate the promotion of residential water efficiency and WaterSense labeled products.

