



PRESS RELEASE

CITY OF SAN CLEMENTE

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SAN CLEMENTE TAKES WATER CONSERVATION CHALLENGE IN HONOR OF EARTH MONTH

4/17/2023...San Clemente, California... In recognition of Earth Day this Saturday, Chris Duncan, Mayor of San Clemente, is joining mayors across the country in asking residents to commit to a water-wise lifestyle by taking part in the annual Wyland National Mayor's Challenge for Water Conservation. In return for a short pledge, residents can win over \$50,000 in eco-friendly prizes, including \$3,000 toward their home utilities payments, water-saving devices, and hundreds of other prizes.

The annual challenge, April 1- 30, is a non-profit national community service campaign to challenge city leaders to inspire their residents to make a series of informative and easy-to-do online pledges at mywaterpledge.com to use water more efficiently, reduce pollution, and save energy. The program was started ten years ago by a handful of mayors who were looking for alternative ways to engage their residents more deeply about imminent water challenges in the U.S., and directly supports the objectives of the City's water conservation, solid waste and recycling, and clean ocean programs. This year, local teachers can also help

collect and submit water conservation commitments from their students to support San Clemente's standings.

Last year, residents from over 2,000 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by over 1 billion gallons, reduce waste sent to landfills by 35 million pounds, and prevent nearly 100,000 pounds of hazardous waste from entering our watersheds. The Challenge goes beyond short-term fixes and prompts residents to consider the impact of our water use on the future of our community — and how we manage our water supplies and ecosystems.

To participate, residents can log on to mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of San Clemente, which is competing within its population category of 30,000-99,999 residents. Cities with the highest percentage of residents who take the Challenge in their population category will have their participants entered into drawings for hundreds of eco-friendly prizes, including Toro Irrigation Smart Controllers, Hobie Surf Shop gift cards, and the Grand Prize \$3,000 home utility bill payment. In addition, one school from the winning city in each population category will receive 100 pairs of Zenni Remakes, blue light-blocking glasses made from recycled single-use water bottles, for its students.

San Clemente residents can also observe Earth Day 2023 by attending a beach cleanup hosted by its Utilities Department from 9 am to 12 pm on Saturday, April 22 at the San Clemente Pier. Paper pledges for the Challenge will be available at the cleanup for anyone who wants to participate in person rather than online.

The National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation with support from U.S. EPA WaterSense, The Toro Company, Zenni Optical, and the National League of Cities.

About the Wyland Foundation

Founded in 1993, the Wyland Foundation is a 501(c)(3) non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

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