



# NEWS

Media Information:

Lauren Finke, Lauren@YouWin-WeAllWin.com

The Environmental PR Group

813.948.6400

## FOR IMMEDIATE RELEASE:

September 28, 2009

### **Cooper City Launches Water Conservation Contest Save and Win. Win and Save Some More!**

**Cooper City, FL** – Cooper City is more than Someplace Special. Cooper City Rules! A leader in local government, Cooper City has developed a conservation program to actively engage residents. The goal of the conservation program is to save enough water to avoid having to build new facilities to meet future needs.

Because most household water is used for irrigation, Cooper City is going after the big savings first. And, in the process, smart homeowners will save water and money and could win big! Homeowner Associations throughout the City are invited to field teams of up to eight members. The team that saves the most water during the contest will win a brand new, state-of-the-art smart irrigation system fully installed. The WaterOptimizer™ uses soil moisture technology to provide landscapes with the water they need, but no more. This technology saves water, saves money and takes the guesswork out of landscape irrigation.

In addition, each winner from all other participating HOA's will receive a \$200 gift card to Home Depot/Lowes or a local nursery.

Residents who are not part of a formal HOA can form a temporary partnership for purposes of the competition.

"We think this will be a fun way to engage homeowners and families," said Cooper City Utilities Director Michael Bailey. "This is just the first step. We plan to offer rebates for water saving fixtures and devices over the next few years."

#### **How to Enter**

Interested Cooper City Utilities customers can also get entry forms at City Buildings, the Davie/Cooper City Branch library or by sending an email to Lauren@YouWin-WeAllWin.com. Participants must submit a completed registration form along with videotapes, photos, or drawings and a 100-word or less description of what they are currently doing to conserve water. Entries can be mailed to The Cooper City HOA Competition, 286 Crystal Grove Blvd, Lutz, FL 33548; emailed to Lauren@YouWin-WeAllWin.com or faxed to (813) 948-7206, from October 1 – January 30, 2010. The winner will be announced in June and the WaterOptimizer™ irrigation installation will take place by July 2010.

###