

## FOR IMMEDIATE RELEASE

Media Information

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### Cooper City Has Region's Best Tasting Water

The judges have spoken, and the winner is clear — in fact, so is the water. The region's best-tasting water comes from faucets of Cooper City.

Cooper City Utilities won the Best Tasting Drinking Water Contest at the Florida Section of the American Water Works Association regional event April 7 in Deerfield Beach. Cooper City competed in a judged taste test with 15 other municipalities in Region VI, which includes both Broward and Palm Beach counties.

Each municipality submitted a gallon of water collected less than 24 hours before the taste test. Each sample was tasted at room temperature, to allow for any tastes or odors to be detected more easily.

Last year's regional contest was won by Hallandale Beach, and the Ave Maria Utility Company won the statewide competition.

Judges for the regional competition were David Allen of the South Florida Water Management District, Dr. Dan Meeroff of Florida Atlantic University and Monique Durand of Hazen and Sawyer as well as Water for People Liaison for Region VI.

This year's contest confirmed what Cooper City residents and business customers already know.

Rob Hunter, a corporate developer who concentrates on mergers and acquisitions of Internet-related properties, likes to compare Cooper City water with what he drank growing up in New York's Catskill Mountains.

"In some places, you go out to a restaurant, and you order bottled water," said Hunter, who's lived in Cooper City since 1995. "But in Cooper City, I have no trepidation whatsoever in telling a restaurant that I will have a glass of Cooper City's finest."



*Employees of Cooper City Utilities show off the "traveling trophy" and award they received for having the region's best tasting water. Cooper City's water will now compete in a statewide competition sponsored by the Florida Section of the American Water Works Association in May.*

The secret to Cooper City's award-winning taste is the dedication to quality of treatment plant operators and field technicians. But, there's some state-of-the-art technology, too.

Cooper City uses a treatment process called membrane softening, otherwise known as nano-filtration. Water flows through a series of filter-like membranes to remove hardness, minerals, color and other natural organic matter typically found in groundwater. The water is then disinfected and fluoridated to produce the best drinking water in the region.

Even more, Cooper City's water is tested 40,000 times a year to ensure it meets high quality drinking standards.

"Delivering water to every home and business is a tough job we really enjoy. Especially since we're piping nothing but the best water throughout Cooper City," said City Manager Bruce Loucks. "The water here really is excellent."

No water should be wasted, especially good water like this. April is Water Conservation Month in Florida. While some believe that means doing without, the real push is to just be more efficient with water. That protects a vital natural resource and saves money, too, as expensive water plant expansions can be avoided.

Cooper City has been successful in conserving water, with usage down nearly 10 percent citywide. That's well ahead of its 5 percent goal set for 2013. And more can be saved.

"People are saving water inside the house, but there is a tremendous amount of opportunity to save outside the house," said Diana Guidry, chair of the Cooper City Green Advisory Board and the NatureScape Broward Outreach Coordinator for the Broward County Natural Resources Planning and Management Division.

"More than 50 percent of potable water in Broward County is used for outdoor irrigation, which seems like a tremendous waste," Guidry said. "If you want to think of ways to save good water, just look outside."

Cooper City will now take its award-winning water to compete at the state level. Regional winners throughout Florida will meet May 3 at the AWWA's Florida Water Resources Conference at the Gaylord Palms Resort & Convention Center in Orlando to compete for bragging rights for which municipality has the best-tasting water in Florida.

"Earning this recognition is something we can all be proud of, just like we should all be proud of our water conservation efforts made by the residents of Cooper City. Not just during Water Conservation Month, but throughout the year," said Cooper City Mayor Debby Eisinger. "By working together we make the biggest impact."

## **Cooper City Utilities**

Cooper City Utilities has served the residents of Cooper City, Fla., since 1983 with a mission to operate water treatment and wastewater treatment plants to meet the needs of the residents. Michael Bailey, P.E., leads the 35-member staff which works to provide 3.2 million gallons of high quality water a day to 10,400 homes and businesses.

**Florida Section of the American Water Works Association**

Established in 1881 by 22 dedicated water supply professionals, the American Water Works Association has grown to a member of more than 57,000 individuals, utilities and other organizations. AWWA is an international, nonprofit, scientific and educational association dedicated to improving drinking water for people everywhere. The Florida Section of AWWA is the premier water association in Florida. Its 2,771 members include 130 utility members that collectively supply potable water to more than 80 percent of the state's population.