

FOR IMMEDIATE RELEASE

News Release

Date:
Contact: Name, Title
Phone Number

Soil and Water Conservation District
Street Address
Richmond, VA Zip code

Water Conservation Given High Priority during Natural Resources Conservation Week

(Your City/Town, VA)-The Virginia Association of Soil and Water Conservation Districts and its 47 local conservation districts have set aside October 15-21, 2006 as Natural Resources Conservation Week. This year's theme, "Water Wise" highlights the importance of conserving water resources.

Water is vital to life. Yet, we often take it for granted. This precious resource may become increasingly scarce as we place more and more demands on fresh water supplies.

"We want people in _____ County to learn how important it is to help conserve water and how easy it can be," says _____, District Manager for the _____ Soil and Water Conservation District.

Water makes up more than 60% of our body, and about 75% of our brain. Water helps make possible our every movement, thought, and feeling.

All our food and most other products we use require water. It takes about 4,000 gallons of water to grow a bushel of corn, and about 11,000 gallons for a bushel of wheat.

To ensure future water supplies, we need to learn about water resources, and plan to use them carefully. Here are five important water-conserving ideas that you can use to save one of our most precious natural resources:

- Don't over water your lawn. As a general rule, lawns only need watering every five to seven days in the summer and every 10 to 14 days in the winter.
- Water lawns during the early morning hours when temperatures and wind speed are the lowest. This reduces losses from evaporation.
- Raise the lawn mower blade to at least two inches. A lawn cut higher encourages grass roots to grow deeper, shades the root system and holds soil moisture better than a closely-clipped lawn.
- Mulch to retain moisture in the soil. Mulching also helps to control weeds that compete with plants for water.
- Plant native and/or drought-tolerant grasses, ground covers, shrubs and trees. Once established, they do not need to be watered as frequently and they usually will survive a dry period without any watering.

There are many other ways to conserve water. Spread the word with friends, neighbors, colleagues, and children about the very important reasons we all need to be "Water Wise." For more free tips about water conservation, call the **District Name** at **Phone Number**, or stop by the local soil and water conservation district office. #####

Natural Resources Conservation Week- October 15-21, 2006

Public Service Announcements- :30

Without water, we would not be able to survive. Water makes up more than half of our body, and guarantees our food supply. Unfortunately, fresh water supplies may become scarce because of high demands. To ensure future water supplies, your local soil and water conservation district encourages you to be “water wise” during Natural Resources Conservation Week, October 15th-21st, and beyond. For more information on water conservation, contact your local district manager at _____.

Public Service Announcements- :30

We all depend on water for survival. Unfortunately, this vital part of our life is sometimes taken for granted. The Virginia Association of Soil and Water Conservation Districts is encouraging all citizens to be “Water Wise” during Natural Resources Conservation Week, October 15th-21st, and beyond. For more information on water-conserving tips and ideas, contact your local district manager at _____.