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NEWS RELEASE

DATE: November 24, 2010
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MONTE VISTA WATER DISTRICT JOINS EPA'S WATERSENSE PROGRAM AS A PROMOTIONAL PARTNER

MONTCLAIR, CA . . . Monte Vista Water District has joined the U.S. Environmental Protection Agency's (EPA) WaterSense program as a Promotional Partner. The EPA describes WaterSense as "a voluntary partnership program designed to protect the future of the nation's water supply by promoting and enhancing the market for water-efficient products and programs." The WaterSense program has built the national brand for water efficiency, similar to the ENERGY STAR branding program for energy-saving products and programs.

Water efficient products and programs that meet designated EPA efficiency and performance criteria are eligible for the WaterSense label. Certifying organizations assist in maintaining integrity and credibility by verifying and testing products.

The WaterSense label can be found on products for the home, including bathroom sink faucets and accessories, showerheads, toilets and urinals.



The label also appears on professional certification programs for landscape irrigation professionals who have been verified as being proficient in water-efficient irrigation system design, installation, maintenance and auditing. Under development are specifications for pre-rinse spray valves used in food service applications and irrigation controllers.

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As a Promotional Partner, Monte Vista Water District will promote the value of water efficiency and WaterSense-labeled products and programs, feature WaterSense on its website and promotional materials and provide an annual report to the EPA on its promotional activities.

“Since its launch in 2006, the EPA’s WaterSense program has been gaining momentum in building the brand and in certifying water efficiency products and programs,” said Mary Ann Melleby, public affairs director for Monte Vista Water District. “We wanted to be a part of this national effort to assist consumers and our customers to find and select water-efficient products with a label backed by independent testing and certification,” she explained. WaterSense products are at least 20 percent more water efficient than conventional models in the same category.

“The District’s involvement in the WaterSense program complements our award-winning outreach program, ‘Watch the Water,’ created in 2007 to inform our customers about the need to use water as efficiently as possible due to California’s ongoing water supply crisis and severe drought conditions over the past three years,” said Mark Kinsey, the District’s general manager. “As a result of this outreach program and the implementation of required year-round water use best practices, the District’s water supply demand has dropped 15 percent from our long-term average,” said Kinsey. “A 2009 state law requires all water providers to reduce their water demand by 20 percent by the year 2020. Programs like WaterSense will support our efforts to reach our water demand targets,” he added.

For more information on “WaterSense,” visit these websites:

www.mvwd.org/watchthewater.cfm

Click on “Partnerships in Water Conservation”

www.epa.gov/watersense

Monte Vista Water District provides retail and wholesale water services to a population of over 135,000 in the communities of Montclair, Chino Hills, and portions of Chino.