

Wednesday, December 19, 2007

SAWS steps up efforts to promote water conservation among businesses

San Antonio Water System (SAWS) has launched a new advertising campaign promoting water conservation among business customers.

The print ad campaign, which is running in several local newspapers, honors Toyota, Boeing, USAA, Frito Lay, Sea World, Coca-Cola and Hilton for their commitment to conservation.

Local advertising agency Taylor West created the campaign, which will continue through 2008.

SAWS officials say businesses in San Antonio conserved some 331 million gallons of water in 2007. Through this new ad campaign, the local water company is calling on others to join conservation efforts.

"We are proud that so many businesses in San Antonio value water conservation and water quality as much as we do," SAWS President and CEO David Chardavoyne says.

"These and other businesses have found being aware of water use also makes sense at the bottom line. As a result, they are helping to strengthen our region's economy, as well as ensuring that water is a resource that we can all depend on in the future."

Throughout the year, local businesses retrofitted fixtures, reduced the amount of water required during production, recycled and reused water, and developed technology to support water conservation projects in the future.

SAWS is San Antonio's municipally owned utility. The company provides water and wastewater services to more than 1 million consumers.

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