NTMWD Water Conservation Commercials Receive ADDY Award

(Wylie, Texas- February 16, 2012) The North Texas Municipal Water District (NTMWD) announced today it received an ADDY Award for television commercials promoting its 2011 Water IQ water conservation and education campaign. The campaign titled, “Waste Water – Waste Money,” focuses on checking broken faucets and misaligned sprinklers for water leaks. EnviroMedia Social Marketing based in Austin, Texas provided the creative services for the campaign promoted by NTMWD.

“These commercials really help us hit home the need to conserve water and find the hidden leaks that add up to wasted water and money,” said Denise Hickey, Public Relations Coordinator for NTMWD. “We all must do our part to conserve water during this crucial time and it’s a reminder for everyone to check their faucets and sprinklers for leaks.”

The Austin Chapter of American Advertising Federation recently presented its 2011 ADDY Awards for advertising creative in Austin, Texas. Award entries were judged based on creativity, originality and creative strategy.

The ADDY Awards Competition is sponsored by the Austin Chapter of American Advertising Federation, a member association comprised of advertising and media professionals. Proceeds from the ADDY Awards help support the association’s educational programs, public service projects and proactive government relations efforts.

The ADDY Awards Competition is a three-tiered national competition conducted annually by the American Advertising Federation, and is the advertising industry's largest and most representative competition for creative excellence.

The 2011 commercials can be viewed by selecting “Water Is Money” on the Water IQ campaign site at: http://northtexas.wateriqknowyourwater.org/ad_campaign.php

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