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## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## NTMWD Launches “Know More. Water Less.” Public Education Campaign

*Nearly Half of Participants in Recent Regional Poll  
Rank Water Conservation Education and Resources as High Priority*

**WYLIE, TX – August 5, 2020** – The [North Texas Municipal Water District](#) (NTMWD), a wholesale water provider for 1.8 million North Texas residents, officially launches its “Know More. Water Less.” campaign developed to educate and raise awareness of the importance of water conservation to protect the region’s water supplies.

Nearly 80 North Texas communities receive their water from NTMWD and its primary water source, Lavon Lake. Water is one natural resource that no one can live without. Area residents may not know where their water comes from or what it takes to deliver safe, reliable drinking water to their homes and businesses. When North Texans turn on the shower, flush a toilet, wash clothes, or water yards, many assume that water will always be available.

“Water plays a critical role for our communities, our businesses, public health and safety. It’s easy to forget how valuable water is to everyday life,” said Denise Hickey, public education manager for NTMWD. “It’s a finite resource that we must use wisely to make every drop count.”

NTMWD recently commissioned the ETC Institute to conduct a scientific poll of over 1,000 people across its service area about their water services. Most respondents (63%) are either “very satisfied” or “satisfied” with the value of the water. And, nearly half of survey participants indicated there should be a high priority placed on educating the public about water conservation and resources.

“In addition to educating consumers, we also have resources to help them with efficient landscape irrigation practices,” said Hickey. “NTMWD partnered with Texas A&M AgriLife Extension to create [WaterMyYard](#) – a free online irrigation tool for residents to receive a weekly text or email with advice on when and how much to water based on area weather conditions and rainfall.”

The Texas A&M AgriLife Extension Service recently announced the addition of a mobile-friendly app to the WaterMyYard program making it easier than ever to receive weekly watering recommendations.

With hot summer days in full swing, water is in peak demand due mostly to landscape watering. “Interestingly, it is our lawn irrigation systems where the majority of water is used, rather than in the shower or kitchen,” continued Hickey. “That is why the Water My Yard online tool is so helpful, especially since it is a free resource.”

For water efficiency tips and information about your local water supplies, visit [NTMWD.com/help-us-conserve](https://www.ntmwd.com/help-us-conserve).

### **About NTMWD**

*The North Texas Municipal Water District is a regional wholesale provider of water, wastewater and solid waste disposal services for approximately 1.8 million residents across 10 counties – a service territory covering 2,200 square miles. For more information, visit [NTMWD.com](https://www.ntmwd.com).*

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