



WATERSMART LAUNCHES TAKE A SHORTER SHOWER MONTH!
-- Cobb and Paulding County residents encouraged to conserve water indoors --

MARIETTA, Ga. (Oct. 1, 2007) – Governor Sonny Perdue has proclaimed October as “Take a Shorter Shower Month” in Georgia on behalf of the Cobb County – Marietta Water Authority (CCMWA) and the Cobb County Water System to support the community’s waterSmart initiative that encourages year-round water conservation. By taking a shorter shower, residents will save water and energy used to heat hot water making it a simple and effective conservation practice.

Cobb County residents are invited to join the waterSmart team during the Third Annual Cobb Family Fun Fest at the Marietta Square in Downtown Marietta on Saturday, Oct. 13. Those who visit the waterSmart booth will receive a free low-flow showerhead, a shower timer and other waterSmart indoor and outdoor water conservation information.

To help give their customers a head start, The Cobb Water System will give away 250 low-flow showerheads to customers who come to their offices during Customer Appreciation Week from Oct. 1 to Oct. 5. By installing their low-flow showerheads, Cobb residents have the potential to save at least 2 million gallons of water per year.

According to Cobb County Water Conservation Coordinator Kathy Nguyen, one person can save an average of 18,000 gallons of water each year by switching to a low-flow showerhead and approximately 2,000 gallons a year by reducing shower time by one minute. “Through waterSmart’s ‘Take a Shorter Shower Month,’ area residents are encouraged to install low-flow showerheads and to change their shower habits so they can see how easy it is to save water and money,” says Nguyen.

waterSmart is committed to making Take a Shorter Shower a success that continues beyond October and to helping homeowners and businesses join the water conservation initiative. Through community partnering, the Cobb County Water System is supplying each Cobb County facility with low-flow shower heads to help make them waterSmart. Aquatic centers, fire stations, parks and even jails will be retrofitted with the low-flow showerheads, compliments of Cobb Water System.

In addition to the county buildings, three Cobb elementary schools will be participating in the Take a Shorter Shower program. King Springs Elementary, Nickajack Elementary and Frey Elementary will each receive 200 low-flow showerheads from Cobb County Water for students to take home, and will also be



implementing a waterSmart lesson plan. “By teaching students the importance of water conservation and impact that one small habit change can make, it encourages them to save water at home and also to spread the message of water conservation to friends and family,” says King Springs Elementary 4th grade teacher Mrs. Lisa Rogers.

“Programs like ‘Take a Shorter Shower Month’ help to make water conservation a year round effort, not just a seasonal one,” says waterSmart Program Director Becky Mixon. “By equipping our customers with the tools and knowledge they need to conserve water, we make it easier for them to implement these water-saving tips and encourage their family and friends to make water conservation a lifelong habit.”

For more information about waterSmart and ways you can save water, time and money, visit www.waterSmart.net.

About waterSmart

The waterSmart program was initiated by the Cobb County-Marietta Water Authority to educate metro area residents about the importance of indoor and outdoor water conservation and to help encourage sustainable, year-round, conservation in all climatic conditions. The Cobb County-Marietta Water Authority is in its sixth year of sponsoring the waterSmart program. For more information, visit www.waterSmart.net.

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