

Hillsborough Township

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News Release

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FOR IMMEDIATE RELEASE
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Hillsborough Township Joins Wyland Foundation for Water Conservation

Hillsborough Township Mayor Frank Delore is joining mayors across the country in asking residents to make a long-term commitment to manage water resources more wisely by taking part in the annual Wyland National Mayor's Challenge for Water Conservation. The annual challenge is a non-profit national community service campaign that encourages leaders to inspire their residents to make a series of simple pledges to use water more efficiently, reduce pollution, and save energy.

"Water conservation is critical for a sustainable future and Hillsborough remains dedicated to supportive efforts for further education and awareness to initiatives such as this," stated Mayor Frank DelCore.

Last year, residents from over 3,800 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 3 billion gallons, reduce waste sent to landfills by 79.9 million pounds, and prevent more than 177,000 pounds of hazardous waste from entering our watersheds. The Challenge goes beyond recent drought issues and looks at the ways our water use will affect the future of our communities — from how we grow food to reducing polluted runoff.

"We are encouraging all residents and businesses to take the "Pledge" as well as to open the conversation for additional discussion on ideas for conservation," added Mayor DelCore.

The first step of the challenge, which runs from April 1st to April 30th, is to make the pledge! To participate, residents go to mywaterpledge.com then make a series of online pledges to be "water-wise" on behalf of Hillsborough Township. Students and teachers are encouraged to take part as well by visiting mywaterpledge.com/classroom-edition.

In addition to reaping the benefits of their conservation efforts, residents have the potential to win \$3,000 toward their Home Utility Payments, water saving fixtures, and hundreds of other prizes. Cities compete in population categories and those with the highest percentage of residents taking the challenge in their category have a chance to win \$3,000 toward their Home Utility Bill and hundreds more eco-friendly prizes including Toro Irrigation Smart Controllers, ECOS home cleaning products and home water fixture retrofits from EcoSystems Inc.

Plus, this year one lucky charity from a winning city will receive a 2019 Toyota Highlander Hybrid to serve the community.

The 8th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, EcoSystems Inc., and Earth Friendly Products (makers of ECOS).

About the Wyland Foundation:

Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

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