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## News Release

### ARTICLE (4 OF 40)

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Tuesday, July 8, 2014

#### Okanagan Mayors Challenge Each Other and Residents to Make Water Work

By Okanagan Basin Water Board

**KELOWNA** – The Okanagan Basin Water Board, its Okanagan WaterWise program and local government and water utility partners throughout the valley, are celebrating the fourth year of Make Water Work with a challenge!

Make Water Work (MWW) is a valley-wide effort to encourage outdoor water conservation during our hot Okanagan summers, when most water is used. As part of this year's initiative, mayors and their municipal councillors are taking the pledge to Make Water Work more effectively and efficiently and challenging Okanagan residents to do the same, hoping to win the honour of being named "MAKE WATER WORK Champion."

For their efforts, residents who take the pledge at [www.MakeWaterWork.ca](http://www.MakeWaterWork.ca), will be entered to win \$5000 in WaterWise yard upgrades. This year's contest partners are KelownaGardens.com, Bylands and ProSource Irrigation – all known for their commitment to quality and water conservation.

When one looks at the stats on Okanagan water use, it becomes clear why we need to be more WaterWise, especially in summer:

- The average Canadian uses 329 litres of water each day. In the Okanagan, the average is a whopping 675 litres when averaged out over the year. The summer average in the Okanagan climbs to almost 1000 litres.
- 24% of all Okanagan water is used by residents outside – mostly on lawns and gardens.
- There is less water available per person in the valley than anywhere else in Canada.

Make Water Work provides tips to residents to get the most from their water, such as watering between dusk and dawn to prevent evaporation, and putting where it's needed – on plants, not pavement. Many are simple tips that can make a huge difference, saving water for the things that matter to us most as residents of this valley – water for crops, for fish, and even firefighting.

- [View the full text of this press release](#)

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