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Friday, May 4, 2012
News Release #14-12

City of Fort Pierce Wins 2012 National Mayor's Challenge for Water Conservation

The Wyland Foundation and Toyota today announced the 12 winning cities of the 2012 National Mayor's Challenge for Water Conservation, an online competition held throughout April encouraged residents in all 50 states to conserve water, save energy and reduce pollution.

The winning cities are: **Laguna Beach, California; Victoria, Minnesota; South Shore, Kentucky; Charlestown, New Hampshire; Manhattan Beach, California; Eden Prairie, Minnesota; Fort Pierce, Florida; Quakertown, Pennsylvania; Greeley, Colorado; Madison, Wisconsin; Charlottesville, Virginia; Toms River, New Jersey**

The Wyland Foundation, founded by renowned environmental artist Wyland, created the Challenge with Toyota in honor of the 40th Anniversary of the Clean Water Act, the primary federal law protecting water resources in the United States. Organizations spearheading the effort also include the U.S. Environmental Protection Agency Office of Water, U.S. Forest Service, National Oceanic and Atmospheric Administration, WaterPik, Rain Bird, Lowe's, STERLING Plumbing, PADI and Project AWARE.

"This recognition speaks highly of our residents and the important role we can all have in conservation of our natural resources. While we live in a state that is surrounded by water, it is a precious commodity and we all need to conserve daily," states Fort Pierce Mayor Robert Benton.

The Challenge was divided cities into four regions (West, Midwest, South and Northeast) and categorized them by population according to ZIP Codes (5,000-30,000 residents, 30,001-100,000 residents, 100,000+ residents). Cities with the highest percentage of residents within the city's ZIP code boundaries who made online pledges at www.mywaterpledge.com to reduce their water use were recognized as the winners.

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Participants in the winning cities will now be entered into a drawing to win more than \$50,000 in prizes, including the Grand Prize of a Toyota Prius c Hybrid, as well as custom-designed sprinkler systems from Rain Bird, Eco-Flow Showerheads from WaterPik, water-saving toilets from STERLING Plumbing, and 1,000 gift cards for Lowe's Home Improvement Stores.

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, is actively engaged in teaching millions of students around the county about our ocean, rivers, lakes streams, and wetlands. www.wylandfoundation.org

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