



NEWS RELEASE

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Township launches contest for water conservation efforts

THE WOODLANDS, TEXAS (August 15, 2018) – The Woodlands Township Environmental Services Department invites residents and village associations of The Woodlands to participate in the *Water-Wise Village Challenge for 2018-2019*. To promote an easy way to conserve water, residents are encouraged to pledge to turn off my sprinkler system between October 15, 2018 and April 15, 2019.

Why it's important for residents to take the challenge: Lawn irrigation accounts for up to 30 percent of the water used by Township residents during cooler months, even though turf grass, particularly St. Augustine, goes dormant then. Winter is when grass blades naturally turn brown so all available energy is used to grow and strengthen the root system. Shallow roots and poor lawn health issues result from staying too wet and overwatering during the cool part of the year. Turning off automated sprinkler systems, or not watering dormant grass in winter, helps reduce water usage and avoids water being wasted from runoff. So, for fewer disease and pest problems, lawns should be allowed to brown for the winter and green up again beautifully in the spring.

How it works: When households take the challenge and pledge, they earn contest points for their village. The challenge runs from October 15, 2018 to April 15, 2019. Pledges may be submitted online or in person, beginning August 15, 2018. Residents can pledge in person at the Township Environmental Services Department office or at neighborhood events. The three water-wise villages that receive the most points will earn a cash donation for their scholarship fund from program sponsors. Pledges made in the first few months of the Challenge will receive bonus points.

For full details and to pledge, please visit <http://www.thewoodlandstowship-tx.gov/waterconservation>, drop by the Township Environmental Services Department at 8203 Millennium Forest Drive 77381, or call 281-210-3800.



Residents are encouraged to turn off irrigation systems during the winter and hand water only landscaped beds for the 2018-2019 Water-Wise Village Challenge.