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Milissa Reiersen

Communications Manager
615.550.6629
milissa.reiersen@franklintn.gov

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City of Franklin Launches Water Conservation Campaign at Main Street Festival *Educational Campaign Targets Children and Families*

Franklin—The City of Franklin Water Management Department is reaching out to children and families with the “Don’t be a Water Hog, be a Water Hero” campaign. Residents will first see the campaign at the Main Street Festival this weekend. The Water Management Department will have a booth with a banner; stickers and coloring pages for the kids; and tips on how to conserve water.

As the campaign develops it will involve 7th graders from the Franklin Special School District. Students from Belmont University’s Students in Free Enterprise program (SIFE) will serve as mentors to the 7th graders as they produce a video and develop a coloring book and story around the water hog-water hero theme. The students will also be encouraged to bring in their utility bills over a three-month period to see who can lower their families’ water usage by practicing conservation.

“The water hog-water hero campaign is a lighthearted theme with a serious message informing families about the do’s and don’ts for both outdoor and indoor water usage,” said Water Management Director Mark Hilty. “Now that summer is upon us, the demands for water increase significantly and we want our customers to be mindful of this and use water conservatively.”

“It is wonderful the City of Franklin will help us bring ‘real life’ applications of water conservation to our students,” said Patty Littlejohn, 7th grade science teacher at Freedom Middle School. “This will be a lesson not only in water conservation, but in writing, designing, and video production. This campaign is a great educational opportunity and partnership with the city.”

“Belmont University SIFE students have enjoyed teaching area students about environmental sustainability and are excited to partner with the City of Franklin to promote water conservation,” said John Gonas, Assistant Professor at Belmont. “We look forward to actively engaging Franklin students in best practices for efficient water usage.”

The city will be sending a letter to residents in May outlining the ongoing measures taken by the Water Management Department to conserve the city’s water supply which include: a new leak detection program, scheduled to be implemented in the next few months; rehabilitation of the city’s raw water reservoir, with construction beginning the end of 2009; and educating the public with the water hog-water hero campaign.

City Administrator Eric Stuckey said, “Both our City and our citizens are working to be good stewards of our resources and that includes water conservation. This is a great way to raise awareness about our water usage.”

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