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FOR IMMEDIATE RELEASE

**City of Reading Residents Asked to Participate in
Wyland Foundation's National Mayor's Challenge for Water Conservation**

April 15, 2015 – Reading, PA – The City of Reading is in a competition with other cities across the nation to see who can be the most water wise by asking their residents to take a series of informative, easy-to-use pledges online to conserve water, energy and other natural resources.

Mayor Spencer and Dean Miller, Executive Director of RAWA, are encouraging the City of Reading residents to participate in and support The Wyland Foundation's Annual National Mayor's Challenge for Water Conservation held every April.

If Reading has the highest percentage of participating residents taking the pledge, all will be entered to win prizes that include a Toyota Prius V, home improvement gift cards, Toro Smart Irrigation Controllers, and more.

"We urge Reading's residents to take this pledge. This friendly competition is a great way for cities large and small to do our part for the planet — and reward our residents for doing the right thing," commented Mayor Spencer and Dean Miller.

Residents can participate by going to www.mywaterpledge.com or following the link "National Mayor's Challenge for Water Conservation" on the city's website under the Resident resources on the left side of the page, taking a 4-step conservation pledge on behalf of the city, seeing the current standings for Reading, and encouraging your friends to take part – share this message!

One winning city will be chosen at random to receive a pocket park landscape makeover, including state of the art water efficient irrigation from the Toro Company.

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. The foundation's latest project, FOCUS (Forests, Oceans, Climate – and us) brings together the U.S. Forest Service, NOAA, and numerous non-profits to teach young people about the future of our water supplies, climate, and global health. www.wylandfoundation.org

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