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Laguna Beach Named Most Water Wise

Area Residents Make 4,901 Pledges to Cut Water Use By 15.6 Million Gallons As Part of 9th Annual Wyland National Mayor’s Challenge for Water Conservation, Presented by Toyota

The city of Laguna Beach, California, was named one of five national winners in the 9th Annual Wyland National Mayor’s Challenge for Water Conservation by pledging to reduce their water use by 15.6 million gallons of water over the next year. The annual month-long public awareness campaign to promote drought resiliency and water quality ended on August 31 with mayors from 37 states vying to see whose city could be the nation’s most “water wise.”

In addition to Laguna Beach, the cities with the highest percentage of residents making pledges during the campaign included North Port, Florida; Lakeland, Florida; Sacramento, California; and Dallas, Texas. Overall, residents around the nation, from Anchorage to the Florida Keys, made 272,373 pledges to change behaviors ranging from fixing home leaks to reducing harmful runoff into local rivers and streams.

The challenge, presented by the Wyland Foundation and Toyota, with support from the [U.S. EPA](#), National League of Cities, The Toro Company, Earth Friendly Products – maker of ECOS, Petal Soaps, and Conserva Irrigation, addresses the growing importance of educating consumers about the many ways they use water. The challenge was moved to August for Water Quality Month from its traditional April time period due to COVID-19.

Even amid the unpredictable impacts of the health crisis, many cities still put a priority on the importance of managing essential resources like water. “With so much happening around the country, we were thrilled to see people voicing their support for the conservation and protection of our nation’s water systems and other natural resources,” said marine life artist Wyland, who founded the Wyland Foundation in 1993. “They know that environmental stewardship takes year-round effort.”

Residents from winning cities will now be entered into a drawing for thousands of dollars in water-saving or eco-friendly prizes, including \$3,000 toward their annual home utility bill, "Greening Your Home" cleaning kits from Earth Friendly Products (ECOS), home irrigation equipment from The Toro Company, and eco-friendly sustainable hand soap and dispensers from Petal. A \$500 home improvement store shopping spree will also be chosen from among the entire pool of U.S. participants. Additionally, participating residents were asked to nominate a deserving charity in their community to receive a 2020 Toyota Highlander Hybrid XLE.

In addition to reducing overall water waste, residents from Laguna Beach pledged to reduce their use of 35,638 single-use plastic water bottles and eliminate 976 pounds of hazardous waste from entering watersheds. By altering daily lifestyle choices, residents also pledged to put 413,716 fewer pounds of waste in landfills. Potential savings of 114,682 gallons of oil, 58.5 million pounds of carbon dioxide, 1 million kilowatt hours of electricity, and \$196,859 in consumer cost savings rounded out the final pledge results.

About the Wyland Foundation

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 dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects.

www.wylandfoundation.org

About Toyota

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