



Contact: Stacy Proebstle
Public Information Officer
Township of Toms River
(732) 341-1000 Ext. 8234

FOR IMMEDIATE RELEASE
Wednesday, April 3, 2019



Toms River Joins Water Conservation Challenge

8th Annual Wyland National Mayor's Challenge for Water Conservation, April 1-30

Thomas F. Kelaher, the Mayor of Toms River, is joining mayors across the country in asking residents to make a commitment to conserve water and cut pollution by taking part in a national contest aimed at drastically slashing water and energy use across the nation.

The Wyland Mayor's Challenge for Water Conservation, which started April 1st and runs through April 30th, is a non-profit national community service campaign. Toms River residents are asked to sign a pledge to reduce water and energy use and towns with the highest number of residents who make a commitment are entered in a contest to win hundreds of environmentally friendly prizes. The Wyland Foundation is giving away over \$50,000 in prizes like an all-new 2019 Toyota Highlander Hybrid to a deserving charity in your town and \$3,000 toward your home utilities.

Mayor Thomas F. Kelaher stated, "This contest challenges our residents to conserve water, save energy and reduce pollution by adopting water-saving habits such as taking shorter showers, running only full loads of dishes and laundry and fixing leaky water pipes."

Last year, residents from all 50 U.S. states pledged to reduce their annual consumption of freshwater by 2 billion gallons, reduce waste sent to landfills by 47 million pounds, and prevent more than 141,000 pounds of hazardous waste from entering our watersheds.

The Mayor added, "As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily

populated states like New Jersey, the benefits of conservation are incalculable. By being mindful of water use, we not only benefit our state, we help the entire country. That is why we, as residents of Toms River need to do our part to conserve water and energy. Take part in the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com."