



SOUTH FLORIDA WATER MANAGEMENT DISTRICT

NEWS RELEASE

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SFWMD, Lee County Clear Water Conservation Campaign for Takeoff *Travelers to get water-saving tips at Southwest Florida International Airport*



(Click on the images for larger versions.)

Fort Myers, FL — Tourists, business travelers and residents returning home are now being greeted at Southwest Florida International Airport by a few smiling faces with some water-saving advice.

Displayed in public service announcements, these quick tips make up a joint awareness campaign launched this month by the South Florida Water Management District (SFWMD) and Lee County. The announcements encourage travelers to conserve water

by taking simple steps, such as reusing hotel towels or turning off the faucet while brushing their teeth.

“The year-round water conservation culture that is taking shape in South Florida needs partnerships such as this one to truly thrive,” said SFWMD Governing Board member Charles Dauray. “By working with Lee County, we can tell thousands of people each day that we can all do our part to protect the region’s finite water resources.”

Lee County is displaying the three District-designed public service announcements on a rotating basis on an LCD screen. The partnership will help share easy ways to conserve water with a large audience. More than 7.4 million passengers traveled through Southwest Florida International Airport in 2009, according to data from the Lee County Port Authority. The airport ranks as one of the 50 busiest in the United States.

“Protecting our natural resources is very important to us in Southwest Florida,” said Robert M. Ball, A.A.E, executive director of the Lee County Port Authority. “Southwest Florida International Airport is happy to partner with the South Florida Water Management District to share the message of water conservation with our passengers.”

Southwest Florida International Airport joins Miami, Fort Lauderdale-Hollywood and Palm Beach international airports in promoting water conservation through public service announcement campaigns with the District in recent months. The four South Florida airports had combined traffic of more than 68 million domestic and international passengers last year alone.

Water conservation is essential year-round for addressing regional weather extremes and growing demands on a limited water supply that South Florida’s 7.5 million residents, economy and unique environment all depend on.

The SFWMD Governing Board approved the District’s Comprehensive Water Conservation Program in September 2008 to encourage more responsible use of water resources throughout South Florida. Numerous stakeholders worked with the District to define specific regulatory, voluntary and incentive-based programs and in-depth education and marketing plans that will help foster a year-round conservation ethic.

For details on the Comprehensive Water Conservation Program and water-saving tips, please visit www.savewaterfl.com. More information about Southwest Florida International Airport can be found at www.flylcpa.com.

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About the South Florida Water Management District

The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state’s five water management districts. The agency mission is to manage

and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.