

WaterSense Launches When In Drought Campaign

http://www.epa.gov/watersense/our_water/drought.html

WaterSense, an EPA partnership program that offers people a simple way to use less water with water-efficient products, new homes and services, has launched its When In Drought campaign. This campaign will amplify drought messaging in western states, and will create awareness that summer time is the most critical time to save on watering. For example, in California, utilities are concerned about meeting Governor Brown's mandated cuts if summer water usage does not decrease. When In Drought campaign materials include [an animated video](#) featuring WaterSense spokesperson Flo and her dog. The video describes actions (plant the right plants, take a sprinkler break, switch to WaterSense products, etc.) everyone can take to save water. To coincide with this campaign WaterSense is hosting a #WaterSavingYard Photo Challenge on Twitter, Facebook and Instagram to showcase how beautiful drought-tolerant landscapes can be.