

Thursday, June 12, 2008

For Immediate Release

## The Regional Municipality of York encourages residents to conserve on outdoor water use

*New outdoor water advisory system in effect for spring and summer*

**NEWMARKET** – With hot weather returning to our area after a chilly spring, The Regional Municipality of York reminds residents to conserve water by following their local outdoor water use bylaws.

York Region has simplified our water advisory system this year, replacing the two-stage system that placed all or part of York Region under water advisories or bans. To help notify residents, a number of messages will be sent via advertisements, posters and media updates.

### **New Water Advisory System for York Region:**

On Victoria Day (May 19<sup>th</sup>) all of York Region was placed under a **Water Conservation Notice**, meaning that it is mandatory for residents to follow their local outdoor water use bylaw. The Water Conservation Notice will be in effect until Labour Day (September 2<sup>nd</sup>).

Should high water demand deplete water reserves and hamper our ability to handle emergencies (such as fighting fires) the Region, or parts of the Region, will be under a **Water Ban**, with no outdoor watering allowed.

To help inform residents of the new system, York Region, in cooperation with local municipalities has:

- Launched a series of three advertisements and posters to promote water conservation, starting with the “Are you Odd ... or Even?” theme of odd day/even day watering bylaws
- Established a **toll-free phone number** for water conservation inquiries: **1-800-215-4060**
- Established water conservation information on York Region’s website, [www.york.ca](http://www.york.ca) citing outdoor water use bylaws, providing updates on York Region’s water status and answers to commonly asked questions
- Put conservation tips on our *Water for Tomorrow* website, [www.waterfortomorrow.com](http://www.waterfortomorrow.com)



For watering bylaw information or general questions about water conservation, please click on the “Are you Odd ... or Even?” banner at [www.york.ca](http://www.york.ca) or call our toll-free water hotline at 1-800-215-4060.

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