

# Make water work smarter

Let's conserve water across the Okanagan together.

Did you know that Okanagan residents have one of the highest rates of water use in Canada? In some ways, it's understandable. We live in a dry climate, and to achieve the same landscaping results as other regions, people need to use more water. But the startling truth is that we also have less water available per person than anywhere else in Canada.

Things need to change. We need residents to change their water use and reimagine how their yards can be WaterWise and still beautiful. Since 2011, Make Water Work has helped educate residents on water consumption in the Okanagan.

This month, the campaign returns with more tips and tools to help residents lower their water usage. There's a heavy focus on changing behaviours so that we don't exhaust our water resources and ensure there's enough for the stuff that matters: food, fish, and firefighting. Will you help us get the word out? Share the materials in this kit, take the pledge and let people know how you're making water work smarter.

## Who's behind the campaign

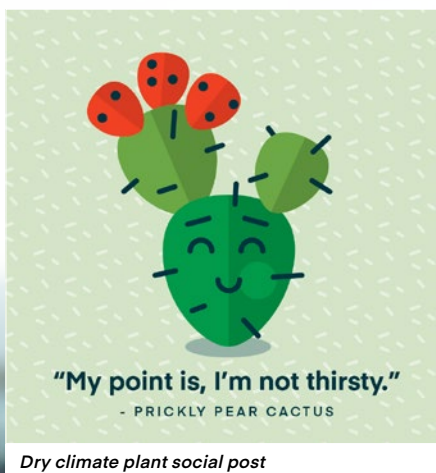
Okanagan WaterWise is delivering the campaign as the public outreach and education program of the Okanagan Basin Water Board. Born out of a need to unify valley residents in protecting our water sources, Okanagan WaterWise is a leading voice in ensuring our natural space stays beautiful for generations to come.

The campaign is delivered in partnership with local governments and utilities, as well as a number of garden centres and irrigation businesses.

## We all play a part

Protecting our water takes all of us. The Okanagan's water and stunning natural beauty drew many of us to live here.

This campaign helps those of us who live here to not just make water work, but make it work smarter so there's more of it for everyone.



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waterwise



MakeWaterWork.ca





## A sample of the campaign's creative

We've included some examples of what you can expect to see from the campaign as we move into the summer. Please share anything that speaks to you.

We also have social media kits available with free images and prompts to help you get the word out.

## Take the pledge

A key component of the campaign is a pledge program where visitors to [MakeWaterWork.ca](http://MakeWaterWork.ca) can sign on to commit to minor changes that can yield big results to lower outdoor water use.

We'd love it if you took the pledge and shared it through your social media channels.

## Reach out if you need anything

Thank you for your interest in our campaign. Working together, we can ensure that this year will be our most successful yet.

## Let's make water work smarter together

### Contact:

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250-469-6271

### Local Contact:



*Who are you making water work for post*



*"I pledge to" post graphic*

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[MakeWaterWork.ca](http://MakeWaterWork.ca)

