



# CAMPAIGN SUMMARY

*WaterSense partners showed their full support for the 9th Annual Fix a Leak Week held March 20-26, 2017. The entire week was ablaze with 5k runs, interactive workshops, giveaways, and contests to help people find and fix leaks in their homes and put a stop to the more than 1 trillion gallons of water wasted from household leaks each year.*

## SOCIAL MEDIA

Many partners hosted social media campaigns and distributed giveaways to spread the word on water leaks.

- Throughout the week, Cobb County Water System in Georgia posted a daily video on their Twitter account on detecting and repairing leaks throughout the home.
- The City of Phoenix created a promotional video about the importance of finding and fixing leaks. The city also posted leak fact infographics at libraries, City Hall, pay stations, and its customer call center, and hosted a social media contest.
- American Standard held a Facebook giveaway contest. Each day, two randomly selected followers won an American Standard WaterSense labeled faucet.

A special thanks goes to the Arizona Municipal Water Users Association for hosting this year's Twitter party. More than 120 participants posted or retweeted messages using the hashtag #fixaleak.

## RACES AND CONTESTS

Partners also hosted races and contests and provided classroom outreach to generate excitement about fixing leaks.

- The Metropolitan North Georgia Water Planning District held its fifth annual Water Drop Dash 5k and Water Festival to encourage residents to check their



*Partner Event Map located on the WaterSense Facebook page.*

plumbing fixtures and irrigation systems for leaks. There was also a kids' fun run/walk and a post-race festival featuring giveaways and activities.

- The City of Charlottesville in Virginia held its annual Fix a Leak Week Family 5k, where participants chased a literal running toilet and learned how to fix leaks in their home.
- The City of Winnipeg in Manitoba, Canada, invited local schools and families to participate in its Leak Detector Challenge to track down leaks at school and at home.
- The 3rd Annual "CHASING LEAKS" 5K Run/Walk presented by The Fort Worth Runners Club in partnership with the City of Fort Worth offered free shirts for the first 200 online registrations. Entrants who dressed up as a leak detective, a running toilet, or a flapper, were eligible to win a cash reward.

## WORKSHOPS

Several partners hosted workshops to encourage consumers to find and fix leaks, and others provided consumers with free water audits and system checkups.

- The City of Atlanta Department of Watershed Management hosted educational events throughout Fix a Leak Week, where consumers learned how to identify and fix leaks, install WaterSense labeled showerheads and faucet aerators, and how rain barrels and compost bins can improve indoor and outdoor water efficiency.
- Citrus County Utilities in Florida held its 10th annual Water Conservation Expo. Attendees received free WaterSense labeled aerators and showerheads, and toilet leak detection tablets. They also received tips on reading their water bill and checking for leaks.
- The City of Dallas hosted two free Do-It-Yourself Plumbing Repairs Workshops, where attendees learned how to perform minor repairs to save water and help lower their water bills.

## Fix A Leak Week 2018 will be: March 19 through 25

## MORE HIGHLIGHTS

### Social Media/Outreach Campaigns:

- City of Winnipeg (Manitoba) Water and Waste
- Rowland (California) Water District
- Zone 7 Water Agency (California)

### Giveaways:

- City of Arcadia (California)
- City of Concord (New Hampshire)
- City of Madison (Wisconsin)
- City of Roseville (California)
- Rowland (California) Water District
- Strathcona County (Alberta)

### Additional Workshops

- Capital Regional District (British Columbia)
- City of Durham (North Carolina) Department of Water Management
- City of Frisco (Texas)
- Fulton County (Georgia) Public Works—Water Resources
- Ute Water Conservancy District (Colorado)



Fort Worth Water in Texas partnered with WaterSense to reach out to the city's Latino/Hispanic community for Fix a Leak Week. The outreach included events where newly created Spanish language materials and kits containing toilet dye tabs, an aerator and a WaterSense labeled showerhead were distributed. The pop-up events featured artwork made by Manuel Jara Elementary School students. Spanish-language handouts were created using a "Loteria" theme, a traditional game in Mexico. Fort Worth reached their outreach goal!