

Central Texas Water Conservation Symposium *The Business Case for Water Conservation*

Media Advisory— Regional water experts join forces to strengthen water conservation efforts.

(Austin)-- A coalition of regional water agencies and advocacy groups is organizing the Central Texas Water Conservation Symposium, a one day regional event aimed at providing area elected officials and government leaders crucial information about effective business practices behind water conservation. Partners include Austin Water, Austin Area Research Organization, Texas Water Foundation, Lower Colorado River Authority, Sierra Club, City of Cedar Park, City of Round Rock, City of San Marcos, Barton Springs Edwards Aquifer Conservation District and The Nature Conservancy. Discussions will include financial considerations involved in operating an economically viable utility while implementing conservation, national and regional trends in conservation and water supply, and strategies for getting started with water conservation programs.

The symposium is set for Tuesday, March 22, 2011, 8:30 a.m. to 3:00 p.m. at the Cedar Park Recreation Center located at 1435 Main Street • Cedar Park, Texas 78613. Online registration is already underway; visit www.texaswaterfoundation.org for more details on how to sign up.

Media Notes: A number of water conservation experts from a variety of backgrounds will be in attendance to lay out the water conservation roadmap for this region.

The media will have scheduled access to the speakers and participants for interviews. Included in this release is the list of media contacts for partner agencies.



Media contacts for partner agencies:

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