



CONTACT: Claire Everett  
281-332-3381 x208  
[ceverett@galvbay.org](mailto:ceverett@galvbay.org)

**FOR IMMEDIATE RELEASE**

***Water Wise Bay Cities Challenge Promotes Conservation in Southeast Houston***

**Houston, TX – February 16, 2017** – Because of fast-growing water demand in our region, Galveston Bay is at risk of losing the levels of freshwater it needs to support a healthy habitat for fish, shellfish and other important wildlife species that depend on it. Water conservation is one of the most effective ways to combat this – and now, Bay-area residents have a chance to win while conserving.

As part of an effort to conserve our regional water supplies, Galveston Bay Foundation - in partnership with the Texas Living Waters Project, City of Baytown and City of Pearland - is launching the *Water Wise Bay Cities Challenge* on February 23, a friendly water conservation competition designed to engage residents from 20 cities located in the southeast Houston area (see full list of cities below).

The goal of the *Water Wise Bay Cities Challenge* is to encourage residents to take the pledge to conserve water at <http://www.gbwb.org/water-wise-bay-cities-challenge/>. The three cities with most pledges in relation to their population size will win the challenge. Additionally, one resident from each winning city will be selected through a random drawing and will receive a prize. Prizes include Moody Garden family passes, Artist Boat Eco-Art kayak trips, and more.

The *Challenge* is part of the [Galveston Bay Water Brigade](#) campaign, an outreach effort to increase awareness about water conservation's role in preserving the freshwater that reaches Galveston Bay, which in turn helps maintain the Bay's productivity and diversity.

The *Water Wise Bay Cities Challenge* will end on May 10, 2017 12 p.m. (CST) and GBF will recognize winning cities and residents at its [Bay Day Festival](#) on Saturday May 13, 2017 from 11 am - 4pm at the Kemah Boardwalk in Kemah, Texas.

"We hope that improving water conservation efforts will be at the top of every city's priority list," Paula Paciorek, GBF's Water Resource Coordinator, said. "The more our cities conserve now, the more prepared they will be for the future, and the more they will be

helping the Bay.”

Residents from the following cities are invited to participate and take the pledge to conserve water: City of Alvin, City of Baytown, Clear Lake Shores, City of Deer Park, City of Dickinson, City of El Lago, City of Friendswood, City of Galveston, City of Hitchcock, City of Kemah, City of La Marque, City of La Porte, City of League City, City of Nassau Bay, City of Pasadena, City of Pearland, City of Santa Fe, City of Seabrook, Texas City and City of Webster.

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**MORE INFORMATION:**

**About the Galveston Bay Foundation:** The mission of the Galveston Bay Foundation is to preserve and enhance Galveston Bay as a healthy and productive place for generations to come. The Foundation was incorporated in 1987, and is a non-profit organization under Section 501 (c)(3) of the Internal Revenue Code. GBF is located at 1100 Hercules Avenue, Suite 200 in Houston, Texas. For further information contact GBF at 281-332-3381 or visit the website at [www.galvbay.org](http://www.galvbay.org).

**About the Texas Living Waters Project:** The Texas Living Waters Project is a joint effort of the National Wildlife Federation, the Lone Star Chapter of the Sierra Club and Galveston Bay Foundation. The Texas Living Waters Project works to transform the way Texas manages water to better protect our springs, rivers and estuaries to meet the water needs of Texas and future generations of Texans. For more information visit [www.texaslivingwaters.org](http://www.texaslivingwaters.org).

**The Galveston Bay Water Brigade** is a product of the Texas Living Waters Project and funded through the kind support of the Houston Endowment.

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