

CONSUMERS ACROSS UK TOLD: SAVING WATER SAVES ENERGY

'WATER SAVING WEEK': 12th-18th June 2010

Save water and see a reduction in your energy bills is the message to UK consumers from the organisers of this year's WATER SAVING WEEK 2010. Water Saving Week 2010, which is a DEFRA-backed nationwide campaign, highlights awareness of water waste in the home, at work and at school.

Now in its second year, the theme of Water Saving Week which will be held from the 12th -18th June 2010 is: **'3 reasons to save water = Save Energy, Save Money, Be Green'**. With energy bills rising to record levels, statistics show that although 25% of a home's heating bill can be directly attributed to heating water, much of this water is wasted. However, latest consumer advice suggests that home energy bills can be reduced by around 10 per cent through simple behavioural changes and by implementing low cost water-saving measures.

With support from the regulators, trade associations, industry and government-funded business support organisations, the organisers of Water Saving Week aim to create a real and intense focus on issues relating to the use of water in the home. This year's campaign also places a particular emphasis on teaching young people the importance of being 'water wise'.

Individuals are encouraged to get involved with Water Saving Week by visiting the website www.watersavingweek.org.uk where they can make a pledge to save water at home or at work.

Shawn Coles, the founder of the not-for-profit Water Saving Week initiative comments, "Climate change, the greenhouse effect and global warming are now on everyone's agenda. However water saving has not had the attention it deserves. As a nation, it is crucial that we think about ways of reducing our impact on the environment by using less water. We believe Water Saving Week is a perfect opportunity to achieve this. "



Visitors

to www.watersavingweek.org.uk can find a host of easy-to-implement water-saving tips aimed helping home owners and business to implement and will deliver instant, tangible savings.

There are also plenty of teaching aids and educational tools which can be used to help educate

children and young people about the importance of water efficiency.

For more info: www.watersavingweek.org.uk

ENDS

For more information – please contact Joanna Watchman or Astrid Hazlewood at Content Communications Associates Ltd on: 0117 315 5281