

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Join the Chase! Arizona's Fix a Leak Week Captures Attention



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**What You'll
Learn**

**Good
Ideas**

Costs

Partnerships

Promotion

Increase Water-Use Efficiency

- Combining resources and efforts
- Promoting consistent messages
- Developing & distributing materials
- Working with many regional partners

Increase adoption of
water-efficient
products

amwua
ONE FOR WATER™

Find and Fix Leaks



WE'RE FOR WATER

Join the Chase!



4-Mile Race
March 19, 2011



**Leaky
"Loo"
McFlapper**



The Event!









ARIZONA
ROAD
RACERS

ARIZONA
ROAD RACERS

Race Teams



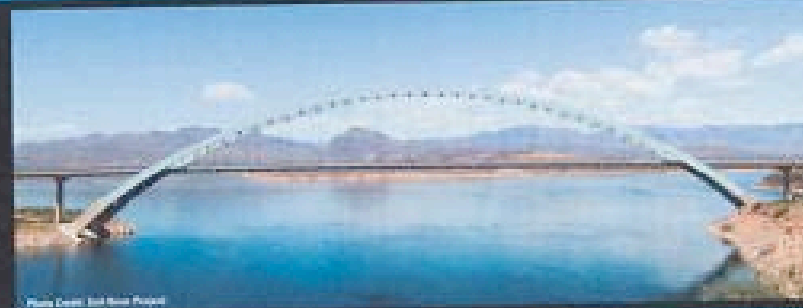




Escape for Arizona



One for Water™



Working together to ensure a safe and dependable water supply

Avondale





- Budget
- Goals
- Select

IDEAS



- Joke
- Mascot
- Informational fair
- Media

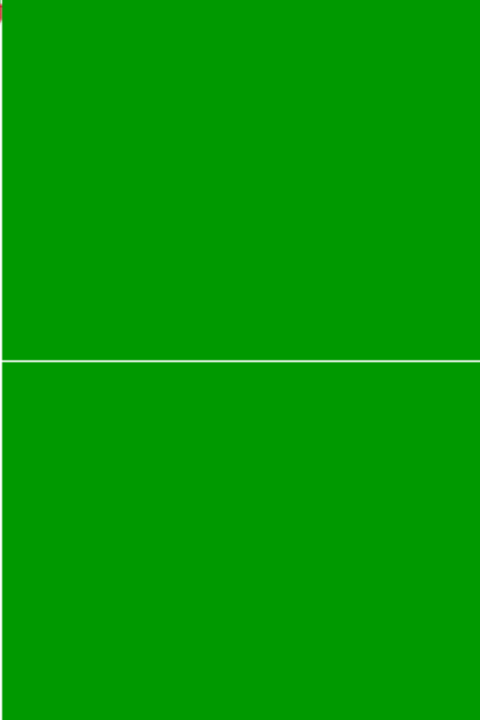
IDEAS



IDEAS



- Celebrity Challenge
- Leaky Loo Tour



- Sponsorships
- In-kind Donations
- Race Registration



COSTS





- Location
- Set-up
- Sponsors
- Promotion
 - PSAs
 - Proclamation
 - Press Releases
 - Social Media



COSTS





- Loo
- Signage
- Food
- Website
- Trophy Wrenches
- Gift Cards
- Raffle Prizes
- Promotional Flyers



COSTS





- Events
- Pledges

OUTREACH/ EDUCATION



OUTREACH/ EDUCATION

Leak Kits

- Distribution
- Partners
- Cost
- Assembly

- Informational Fair
- Pledges
- Leak Kits
- Time Commitment
- Partners

OUTREACH/ EDUCATION





MARCH 14 - 20, 2011

Fix A Leak Week Arizona was a huge success!

View the photos on Facebook (a Facebook account is not required to view photos)

Take the Pledge

It's not too late! Why not make it official and join your fellow Arizonans in taking the pledge to find and fix leaks. It's easy and rewarding.

Find and Fix Leaks

Many of the leaks you'll find around your home are easy to do yourself. Use these helpful instructions from WaterSense to get started towards a leak-free home!

- Checking for Leaks
- Toilets
- Faucets
- Showerheads
- Outdoor Leaks

Check out the Town of Gilbert's instructions on [how to use your water meter](#) to find a

SATURDAY, MARCH 19

The inaugural "We're for Water" 4-Mile Race on Saturday, March 19th was a blast and we have the photos to prove it.

Check back for a listing of Award winners

The top three overall female and male finishers in their age groups received pipe wrenches (to fix their leaks!) and medals. Age groups were: 14 and under, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70 and over.

Timing Chip

The race was timed using the MyLaps ChampionChip system.

A HUGE Thank You to our Signature Sponsors:



Our Reason Sponsor: CAP

Our Amity Sponsor: Arizona American Water



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Facebook helps you connect and share with the people in your life.



Fix A Leak Week

Like

Non-Profit Organization



Wall

Fix A Leak Week · Everyone (Top Posts)

Wall

Info

Photos

Discussions

Join the Chase!

WHAT IS FIX A LEA...

Take the Pledge!



Fix A Leak Week



Apr 4, 2011 2:27pm

Length: 2:08

About

Fix A Leak Week encourages homeowners to find and fix leaks to save money a...

More

April 4 at 2:27pm · Like · Comment



Fix A Leak Week



Leaky Loo McFlapper Races to the Finish Line

Length: 0:19

twitter

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Who To Follow



Fix a Leak Week AZ

@fixaleakweekaz Peoria, AZ

Register now for the 4-mile Race March 19th! Rio Vista Park, Peoria, AZ. Fix a Leak Week Arizona combines a 4-mile race with a running toilet & Fixing Leaks <http://www.fixaleakweekaz.com>

Follow



Tweet to @fixaleakweekaz

Tweets Favorties Following Followers Lists



WUIW Water-Use It Wisely by fixaleakweekaz

Listen for dripping faucets & running toilets. Fixing a leak can save 300 gallons a month or more <http://ow.ly/3PX7E>

27 Mar



fixaleakweekaz Fix a Leak Week AZ

Just uploaded a ton of high-quality photos of 4-mile race award ceremony to Facebook page Call Grandma & check it out <http://on.fb.me/hcxJau>

26 Mar

About @fixaleakweekaz

Tweets Following Followers Listed

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You both follow these accounts view



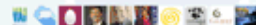
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Local Partnerships

Local Partnerships



National Partnerships



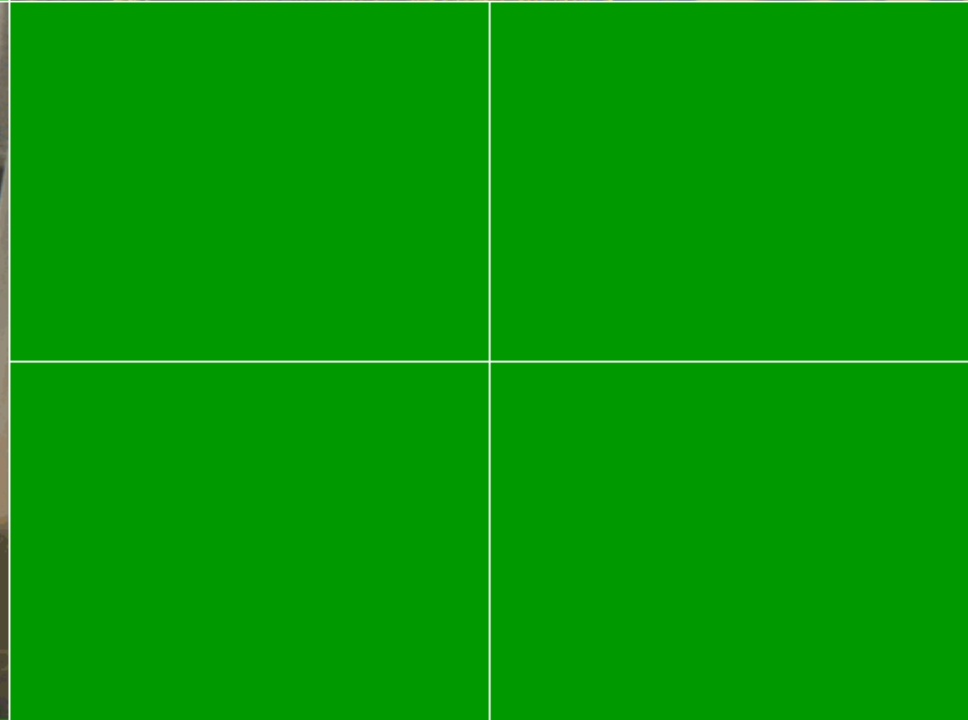
National Partnerships



Buy it for looks. Buy it for life.®



National Partnerships



This is a Race
Everyone Wins





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