



Waterwise Press Release, Tuesday 15 May 2007

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Prizes galore in water efficiency campaign

Visitors to B&Q stores have the chance to find out how to avoid wasting water in and around the home.

A free lifestyle magazine containing tips and advice will be available in selected stores from May 19 for a fortnight.

The publication, called *Summer fun*, is being provided by 16 UK water companies in conjunction with Waterwise and B&Q. Around 450,000 magazines are to be distributed from more than 150 stores.

And there are some great prizes – city hotel breaks, health club memberships and B&Q vouchers – to be won exclusively by customers of the participating water companies.

The prizes can be won as part of a draw in which customers fill in and return a questionnaire which seeks to find out their views and knowledge about water use. In addition, all readers have the chance to try out a Cannons Health Club for a weekend simply by clipping out a coupon.

The magazine features loads of fascinating facts about water use and tips to avoid wasting it, together with an interview with TV presenter Ben Fogle, who reveals why water is important to him.

Jacob Tompkins, Director of Waterwise, said: 'This spring has been the hottest and driest on record. In addition the past year has also been the warmest on record. We live in a much warmer climate than we did 30 years ago. This combined with population growth and an increased use of water means we will see more supply problems in the future.'

'People think we live in a rainy country so they can be forgiven for not fully understanding the importance of using water carefully. But we've all got a responsibility to reduce the amount of water we use each day to avoid problems in the long term. This magazine gives practical tips and advice as to how to do just that.'

Notes to Editors

- Waterwise is an independent, not for profit, non-governmental organisation focused on decreasing water consumption in the UK by 2010 and building the evidence base for large scale water efficiency. We are the leading authority on water efficiency in the UK. We sit on the UK Environment Minister's Water Saving Group alongside the water industry and regulators. For more information please visit www.waterwise.org.uk.
- The water companies supporting this campaign are: Anglian, Bournemouth & West Hampshire, Cambridge, Dee Valley, Essex & Suffolk, Folkestone & Dover, Mid Kent, Portsmouth, Severn Trent, South East, South Staffs, Southern, Sutton & East Surrey, Tendring Hundred, Thames and Three Valleys.
- B&Q is the largest home improvement and garden centre retailer in the UK and Europe employing over 38,000 people nationwide.
- Cannons Health Clubs are minimising water usage in their clubs: in the past year saving enough water to fill 750 swimming pools.
- Novotel, part of Accor, is committed to environmental responsibility and each hotel has its own environmental charter.

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