




National Mayor's Challenge for Water Conservation

How Yorkville Participated and
Earned a Top 10 Ranking

*Erin Willrett, Assistant City Administrator,
United City of Yorkville*

Engaging Residents on Social Media

 **United City of Yorkville**
August 1, 2020 · 🌐

Join the Challenge for Water Conservation!

Mayor Purcell is joining mayors across the country in asking residents to make a long-term commitment to manage water resources more wisely by taking part in the annual Wyland National Mayor's Challenge for Water Conservation — and in return residents can win \$3,000 toward their Home Utility Payments, water saving fixtures, and hundreds of other prizes. Plus, can nominate a local charity to receive a 2020 Toyota Highlander Hybrid XLE to serve the community.

The annual challenge runs from August 1 - 31, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative and easy-to-do online pledges at mywaterpledge.com to use water more efficiently, reduce pollution, and save energy. To participate, residents enter online at mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of Yorkville, IL.

WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

You are representing:
Yorkville, Illinois
(Change City)

[Begin Pledge](#)

A Message From The Mayor

A sustainable water source for the City's future water supply is a main focus for our community and its residents. Yorkville currently obtains its water from the deep sandstone aquifer, which is being steadily drawn down as it is being pumped beyond its long-term sustainable yield due to increasing water demands and growth of the region. The City is committed to building strong, collaborative relationships regionally for sustainable water use. We hope to partner with our neighboring communities and our actual neighbors to promote water conservation efforts in the home. By taking the water pledge, you can help extend the capacity of the City's water supply.

— John Purcell, Mayor, Yorkville Illinois

 **United City of Yorkville**
August 19, 2020 · 🌐

Did you know? The amount of water leaked from U.S. homes could exceed more than 1 trillion gallons per year. That equals the annual water use of Los Angeles, Chicago, and Miami combined. Take the National Mayor's Challenge for Water Conservation and do your part to conserve water at mywaterpledge.com @wylandfoundation

Simple household leaks waste
ONE TRILLION gallons of water a year!

**FIX
LEAKS**

mywaterpledge.com

 **WYLAND
FOUNDATION**

 **MWDOC.com**

 **United City of Yorkville**
August 25, 2020 · 🌐

Join Mayor Purcell in reducing Yorkville's water consumption and energy usage and help Yorkville win the title of the "Most Water Wise" in the nation. You not only help our planet but if your city wins you are entered to win great prizes. Mywaterpledge.com @wylandfoundation

 **WYLAND NATIONAL MAYOR'S CHALLENGE
FOR WATER CONSERVATION**

**SAVE WATER
AND WIN!**

AUGUST 1-31
TAKE THE PLEDGE NOW
WWW.MYWATERPLEDGE.COM

  [@WYLANDFOUNDATION](https://www.facebook.com/wylandfoundation)

 **WYLAND
FOUNDATION**

TOYOTA

Contest Outcome



WYLAND NATIONAL MAYOR'S CHALLENGE
FOR WATER CONSERVATION

ABOUT

Rankings

Population Category 5,000 - 29,999

- 1. Laguna Beach, CA
- 2. White Bear Lake, MN
- 3. West Saint Paul, MN
- 4. Montrose, CO
- 5. Agoura Hills, CA
- 6. Christiansburg, VA
- 7. Corinth, TX
- 8. Yorkville, IL
- 9. Rexburg, ID
- 10. Hermosa Beach, CA

United City of Yorkville Press Release

October 15, 2020

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The results are in - National Mayor's Challenge for Water Conservation.

Yorkville ranks 8th in nationwide challenge to be most "water wise"

Mayor Purcell joined mayors across the country asking residents to make a long-term commitment to manage water resources more wisely by taking part in the annual Wyland National Mayor's Challenge for Water Conservation. Yorkville placed 8th in the 5,000-29,999 population category nation-wide! You can view the results on the website here: <https://www.mywaterpledge.com/city-standings/city-results>. Yorkville was behind Laguna Beach, California which won the category and larger cities such as West St. Paul, Minnesota.

The annual challenge that runs from August 1 - 31, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative and easy-to-do online pledges at [mywaterpledge.com](https://www.mywaterpledge.com) to use water more efficiently, reduce pollution, and save energy. "This challenge was a great way for cities large and small to do our part for the planet – and reward our residents for doing the right thing," said Mayor Purcell.

To participate, residents entered online at [mywaterpledge.com](https://www.mywaterpledge.com), and then made a series of online pledges to conserve water on behalf of Yorkville, IL. The challenge also featured additional resources for residents to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

The 9th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, EcoSystems Inc., and Earth Friendly Products (makers of ECOS).

About the Wyland Foundation

Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects.

www.wylandfoundation.org