



Public Service Commission of Wisconsin

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We're for Water PSC, EPA Announce Water Conservation Campaign

MADISON – The Public Service Commission of Wisconsin (PSC) has partnered with the U.S. Environmental Protection Agency (EPA) to promote water conservation and efficiency. The agencies are announcing a national 'We're for Water' campaign to educate consumers about water-saving behaviors and WaterSense labeled products.

WaterSense is a partnership program that promotes products and practices to reduce both indoor and outdoor water use. The WaterSense label makes it easy for consumers to identify products that use less water. The 'We're for Water' campaign creates a connection by helping consumers realize simple successes that make them feel good about using water efficiently.

“The PSC is proud to be a WaterSense partner. Wisconsin communities and businesses rely on a clean and sustainable supply of water for their economic livelihood,” said PSC Chairperson Eric Callisto. “Using water more efficiently can help delay the need for new supplies, which saves communities money and ensures that sufficient water will be available for future generations.”

“Consumers can lower their water bills by taking simple steps to reduce water use, such as replacing inefficient toilets and faucets,” said Jeff Ripp, the PSC's Water Conservation Coordinator. “The 'We're for Water' campaign is a great opportunity for government agencies, water utilities, businesses, and citizens to work together to promote water conservation.”

The PSC and the EPA encourage consumers to take the [“I'm for Water”](#) pledge on the WaterSense website and to follow these simple water conservation tips:

- **Check** toilets for silent leaks. Leaky toilets are the largest source of wasted water in the home.
- **Twist** on a WaterSense labeled bathroom faucet aerator to save water and energy
- **Replace** your showerhead with a WaterSense model that uses less water and energy.



(MORE)

WaterSense labeled products—including high-efficiency toilets, faucets, showerheads, and landscape irrigation equipment—must meet EPA’s criteria for water efficiency and performance. For a complete list of WaterSense products, please visit: <http://www.epa.gov/watersense/products/>.

The PSC is an independent state agency that sets rates for 584 Wisconsin water utilities. The PSC works with these utilities to promote water conservation by reducing water lost through leaky water mains, setting water rates that encourage efficiency, financing toilet rebates and other incentives, and through customer outreach and education. For more information about the PSC’s water conservation efforts, please visit: <http://psc.wi.gov/water/>.

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