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City of Lansing to Participate in 2020 Wyland National Mayor's Challenge for Water Conservation

(LANSING) – Mayor Andy Schor today announced that the City of Lansing, in partnership with the [Lansing Board of Water & Light \(BWL\)](#), will participate in the 2020 Mayor's Challenge for Water Conservation, a national non-profit community service program.

"The City of Lansing is committed to helping create a more sustainable future. By participating in the 2020 Mayor's Challenge for Water Conservation, we will help build awareness about the importance of watersheds and protecting our water resources here in Lansing, and across the country," said Mayor Schor.

The friendly competition challenges residents and City employees to conserve the most amount of water and natural resources in comparison to other participating cities across the country. The challenge, presented by [the Wyland Foundation](#) and Toyota, and supported by several others such as the U.S. EPA WaterSense, the Toro Company, National League of Cities, Conserva Irrigation, EcoSystems Inc., and Earth Friendly Products, runs from **Saturday, August 1, 2020, through Monday, August 31, 2020.**

"The BWL is committed to a healthy and sustainable environment for everyone," said BWL General Manager, Dick Peffley. "We're excited and proud to partner with the City on this effort to further protect our water sources while educating customers on ways to conserve water."

These efforts can be as simple as reducing the use of sprinkler systems, to as large as orchestrating ways to prevent run-off into valuable water sources. All sustainable efforts made by taking this pledge will help to ensure that the Earth's natural resources are conserved for future generations.

"I am dedicated to the sustainability work that the City of Lansing is undertaking," said Lori Welch, City of Lansing's Sustainability Manager. Welch has been making significant efforts to promote sustainability and educational resources within Lansing while helping make this opportunity possible for the community. "I am pleased to be a part of this challenge to raise awareness and further the environmental ethic building in our community."

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Residents can participate in the challenge by selecting their city and signing a four-step pledge at www.mywaterpledge.com. Challenge participants have a chance to win from hundreds of eco-friendly prizes. Winning cities will be entered into a drawing to have a 2020 Toyota Highlander Hybrid donated to a charity of their choice. Winning cities will also be entered into a drawing for a local school to receive a water efficiency retrofit and more.

City rankings and number of pledges can be found at www.mywaterpledge.com/city-standings/.

To learn more about the challenge and its widespread purpose, please visit www.mywaterpledge.com/#about.

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