

**Request for Coverage
June 29, 2009**

**How to make a brown lawn more attractive –
GEAA and Clothesline Cleaners Promote Water Conservation with Yard Sign Campaign**

To address the severe drought conditions we are experiencing throughout the region, the Greater Edwards Aquifer Alliance is mounting a campaign to give bragging rights to all who are pitching in to conserve water this summer.



We have three versions of very attractive signs available for display in your front yard that announce, ***I'm not watering - I'm sharing my water with Local Farmers****, ***Our Hill Country Springs****, or ***Whooping Cranes****.

If you live in the Edwards Region, you are probably aware of the need to maintain flows from the Comal and San Marcos springs to provide freshwater that Whooping Cranes (and river outfitters) rely upon for their livelihood. And, doesn't it just make sense that scarce water resources are better used on food crops than on carpet grass?

[GEAA](#) and [Clothesline Cleaners](#) will be selling the signs to encourage residents of the Heart of Texas to make the connection between suburban water usage and the health of our Edwards Aquifer ecosystem. We are asking for your help spread the word that we all need to share our water resources during the hot summer months.

Yard signs sell for **\$15** each at the GEAA office at 1809 Blanco Road and at all seven [Clothesline Cleaner locations](#). As an added bonus, Clothesline Cleaners will give a free "Enviro-Bag" reusable garment bags with signs purchased at their locations. Another reason to visit the greenest cleaners in San Antonio!

You can also purchase signs for **\$20** (\$5 extra for shipping) at the GEAA [online store](#).

We hope everyone gets the chance to enjoy tubing and swimming in the Hill Country's spring-fed waterways this summer. We urge everyone to do their part to keep some water in those rivers by observing drought restrictions and by purchasing a sign (or all three) for display in their yards. It is an attractive way to proclaim that you care. We can get through this summer if we all just share the pain.

GEAA store: <http://www.shop.aquiferalliance.com/product.sc?categoryId=4&productId=17>

Clothesline Cleaner locations: http://www.clotheslinesa.com/Contact_Us.htm

(*click on the slogan for jpeg links to signs)