



2011 WaterSense® Excellence Awards

WaterSense Excellence Awards recognize partners who support WaterSense in one or more of the Partner of the Year evaluation categories. This year, the following organizations received Excellence Awards:

WaterSense Labeled Product Promotions

American Water: In addition to co-sponsoring the kickoff and closing events for EPA's "We're for Water" campaign, American Water and its subsidiaries distributed leak detection kits and bill inserts encouraging customers to look for the WaterSense label, offered online and in-school education programs, and operated rebate programs to promote WaterSense labeled products to households and businesses. In California, Arizona, and New Mexico, American Water also sponsored free water conservation audits, often installing WaterSense labeled products at no cost to customers.

Strategic Collaboration

Public Service Commission of Wisconsin (PSCW): In 2010, PSCW collaborated with the Wisconsin Rural Water Association to develop a toilet payback calculator and encouraged Wisconsin water utilities to become WaterSense partners and establish rebate programs for WaterSense labeled products. PSCW also promoted WaterSense at industry trade shows and used radio, print, and online media to raise awareness of WaterSense among consumers.

Lowe's Companies, Inc.: The two-time WaterSense Partner of the Year coordinated with several vendors to have products donated to The Great Dallas Fix a Leak Roundup and helped Kohler and the City of Dallas film an educational video on fixing leaks. Lowe's also hosted Flo, the We're for Water spokesperson, at the grand opening of its store in College Station, Texas.

Education and Outreach

City of Dallas Water Utilities: The city won a competition to host the WaterSense Fix a Leak Week community

spotlight event for 2010—The Great Dallas Fix a Leak Roundup. Local plumbers fixed leaks in more than 100 low-income households, and Dallas estimates that repairs and renovations made during that week are saving more than 2 million gallons of water annually.

Participation and Collaboration in Promotional Events

Kohler Co.: Kohler Co.'s product displays for WaterSense labeled fixtures were featured in 884 wholesale showrooms and 500 Home Depot and Lowe's stores in 2010. The company, a two-time WaterSense Partner of the Year and 2010 Excellence Award winner, promoted WaterSense labeled toilets at venues ranging from PGA Tour events to Yellowstone National Park.

Moen Incorporated: Moen designed and built a custom two-sink vanity display for the EPA's We're for Water kickoff event in 2010 and secured home improvement experts for WaterSense media segments. Moen, a 2010 Partner of the Year, continued to sell only WaterSense labeled lavatory faucets for the second year in a row and promoted WaterSense to consumers, builders, remodelers, plumbers, and other trade professionals.

Niagara Conservation Corp: Niagara Conservation increased public awareness of the WaterSense label in 2010 by placing billboard advertisements in Times Square and Las Vegas highlighting benefits of its WaterSense labeled toilets. In addition to donating showerheads to the We're for Water kickoff, Niagara Conservation promoted WaterSense labeled products through brochures, marketing materials, product guides, websites, and product demonstrations for customers.