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## FOR IMMEDIATE RELEASE

### Ewing offers free “Be True to Blue – Use Water Wisely” Wristbands

**June 11, 2007, Phoenix AZ**—In support of Smart Irrigation Month, Ewing Irrigation Products announces plan to distribute free blue, silicone wristbands featuring the message, “Be True to Blue - Use Water Wisely”. Created to pique interest about proper water management and conservation, the wristbands will be available in July at 170 Ewing locations nationwide.

Smart Irrigation Month was named by the Irrigation Association® to encourage efficient watering practices, technologically advanced irrigation products, and water conservation during the month of July, when temperatures reach annual highs in many areas throughout the United States.

“Our goal is to remind our industry associates, friends, and neighbors of the importance of proper water management and conservation,” stated Douglas York, President of Ewing. “We exert a great deal of effort during the year providing education and training on the topic of water management, and Smart Irrigation Month offers us a perfect opportunity to raise awareness of the advanced technology that is already being used successfully throughout the country to save water.”

While supplies last, free wristbands will also be available by accessing our online request center at [www.ewing1.com](http://www.ewing1.com). Also in July, Ewing is offering customers special savings on water-conserving products.

With growing demands straining water resources everywhere, it is important to adopt “best practices” and educate customers about water-saving products, including ‘smart’ controllers, low-volume irrigation, rain sensors, moisture sensors, and water-efficient sprinklers.

Ewing’s team of Water Management Specialists is available to assist landscape professionals with water management and conservation planning. Inquiries may be emailed to [savewater@ewing1.com](mailto:savewater@ewing1.com). To learn more about Smart Irrigation Month, visit [www.smartirrigationmonth.org](http://www.smartirrigationmonth.org).

Established in 1922, Ewing is proud to serve as a leading source for water management and conservation solutions. Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries.