



News Release

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RED CARD FOR WATER WASTERS

Kingsley the Lion and Thames Water are giving water wasters the red card.

Kingsley, Reading Football Club's mascot, will distribute pocket-sized cards, giving water efficiency tips to fans, at home matches throughout the season. The handy hints include:

- Turning off the tap when brushing your teeth, saving nine litres a minute;
- Taking a five minute shower instead of a bath, saving 400 litres, or 80 buckets, a week, and;
- Using a trigger nozzle on the garden hose.

The cards also double as signature cards for autograph hunters, and offer young fans the chance to win a season ticket for 2005/2006 by entering a competition on Thames Water's website. The address of the site, which contains lots more ideas for using water efficiently in the home and garden, is www.thameswateruk.co.uk/waterwise.

Lynn Launchbury, Thames Water's Water Efficiency Campaigns Manager, said: "Most people give water conservation a low priority and substantially underestimate the amount they use.

"Both the amount of water people consume and the region's population are growing, making water an increasingly precious resource.

"Simple changes, like installing a cistern device to lessen the amount of water a toilet uses, can make a real difference to the total amount we consume."

A study recently carried out for the company by online research experts YouGov revealed that people think they use about 68 litres of water per day – while the correct average used per head is actually 163 litres.

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For further details, please contact Thames Water's press office: Chris Shipway on 0118 373 8924 or Christopher.shipway@thameswater.co.uk

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