

From: [Cameron Knuth](#)
To: [City Council and Mayor](#); [Haila, John](#); [Dunn, John](#)
Subject: Sign Up! 2023 National Mayors Challenge for Water Conservation April 1-30, 2023
Date: Wednesday, February 1, 2023 11:04:33 AM

[External Email]

Dear Mayor Haila,

Please join us in celebrating the 12th anniversary of the Wyland National Mayor's challenge for water conservation by participating in the 2023 Challenge! This Challenge will take place April 1-30 2023.

The Challenge presented by the Wyland Foundation brings people and communities together both virtually and physically for a fun and educational competition to see which cities can be the most "water wise" and thousands of dollars in eco-friendly prizes. The Challenge reminds residents and educates children that simple individual actions can add up to huge change in protecting our environment.

Resident Participation

Residents can participate two ways; making on-line conservation pledges at www.mywaterpledge.com; and with physical hands-on projects or actions at www.wylandfoundation.org/mywaterproject that can be done in their own backyard or neighborhood. The hands-on projects can be done as an individual, with family members, or as a virtual group activity inviting friends, neighbors, co-workers to do the same activity in their own backyard or neighborhood. A [student edition](#) of the Challenge offers teacher activities and curriculum as well as additional prizes for the classroom and school.

City Participation

Cities participate by simply signing up at <https://wylandfoundation.org/programs/mayors/>. Mayors or the appropriate sustainability, water, or city official can sign your city up to participate and we then provide a digital toolkit with digital assets to communicate the program to your city residents. Once signed up you will join mayors from prominent cities such as Houston, Dallas, San Diego, Denver, Los Angeles, Pittsburgh and many more who have led their cities in the National Mayor's Challenge.

City Landing Page

Participating residents go to mywaterpledge.com, select their city to begin, and are taken to their city's landing page. This landing page provides mayors or appropriate city officials an open platform to provide a statement of support for conservation, the Mayor's Challenge, and what your city is doing or what programs you provide. You can provide a written statement and or a video statement in YouTube format.

Examples of video statements of support

A couple great examples to check out are Los Angeles, California, and Columbus,

Ohio <https://app.mywaterpledge.com/campaigns/my-water-pledge-2019/> and here is an example of cities challenging neighboring cities which makes for a lot of fun as seen here in the 2019 Challenge between Gainesville Florida and Athens Georgia <https://www.facebook.com/GainesvilleFL/videos/2296637573731555/?v=2296637573731555>

You can sign your city up for the Challenge as soon as today and then take as much time as needed to draft your statement of support and or video. You can also use the statement of support provided at the sign up [page](#). Once signed up we provide you with access to your landing page to upload/make changes/manage your statement of support and or video. Additionally you can email statements/videos to mayorchallenge@wylandfoundation.org. All videos must be in the form of a YouTube link.

The mission of the Wyland Foundation is to inspire lifelong stewardship of our oceans, lakes, rivers, streams, and wetlands.

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