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**For Immediate Release
May 18, 2009**

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WaterSmart Innovations Conference and Exposition Earns Support from Major Organizations

High-Profile Groups Back Conference Slated for October 7-9

LAS VEGAS (May 18) – An array of high-profile private- and public-sector organizations, including many household names in the United States and abroad, have lent their support to the second WaterSmart Innovations Conference and Exposition, slated for Oct. 7-9, 2009, in Las Vegas.

Presented by the Southern Nevada Water Authority (SNWA) in conjunction with the U.S. Environmental Protection Agency's (EPA) WaterSense Program and the American Water Works Association (AWWA), WaterSmart Innovations is the largest and most comprehensive conference of its kind in the world.

Other major organizations supporting WaterSmart Innovations are the Alliance for Water Efficiency, Audubon International, GreenPlumbers USA, International Association of Plumbing and Mechanical Officials, International Center for Water Technology, Irrigation Association and California Urban Water Conservation Council. The partnering organizations have a combined 72,000 members.

"We expect to expand upon last year's success in creating an event that facilitated the exchange of water efficiency ideas and experiences. These partnerships are invaluable in assuring we reach a diverse group of important stakeholders," said Doug Bennett, SNWA conservation manager and the conference's strategic relations coordinator.

Conference sponsors to date include Rain Bird Corp., Caroma, Parsons, Ewing Irrigation, AECOM Inc., Black & Veatch, Water Management, Inc. and Hunter Industries, Inc.

WaterSmart Innovations will serve to broaden the knowledge of innovations in water conservation including products, programs and outreach. For more information, including available sponsorship opportunities, visit www.WaterSmartInnovations.com.

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