

Press Release

For immediate use

Check Your System; July Declared Smart Irrigation Month

[Toronto, ON] (April 5, 2010) — The Irrigation Sector Group of Landscape Ontario of has declared July 2010 Smart Irrigation Month to draw attention to the need to conserve water resources.

July, which is typically a peak month for use water for irrigation, was identified as Smart Irrigation Month by the Irrigation Association to draw attention to efficient irrigation technology and techniques and the need to use water wisely.

Homeowners typically over water lawns and landscapes by as much as 30 percent. Since irrigation is one of the largest uses of water, tremendous potential exists for water savings through proven new and existing water-saving technology and good irrigation practices.

While the irrigation industry is bringing increasingly efficient technology to the marketplace, irrigation consumers have an important role in choosing efficient technology and using it effectively.

With more than 2,000 professional members, Landscape Ontario is the province's premier horticultural trades association. Our mission is to be the leader in representing, promoting and fostering a favourable climate for the advancement of the horticulture industry in Ontario. On behalf of the irrigation membership, the irrigation sector group advocates and promotes:

- Educating the public on sound practices and water management;
- Improving industry proficiency through continuing education;
- Recognizing and promoting experience and excellence with professional certification;
- Lending expertise to water-use public policy at the local, provincial, regional and national level.

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