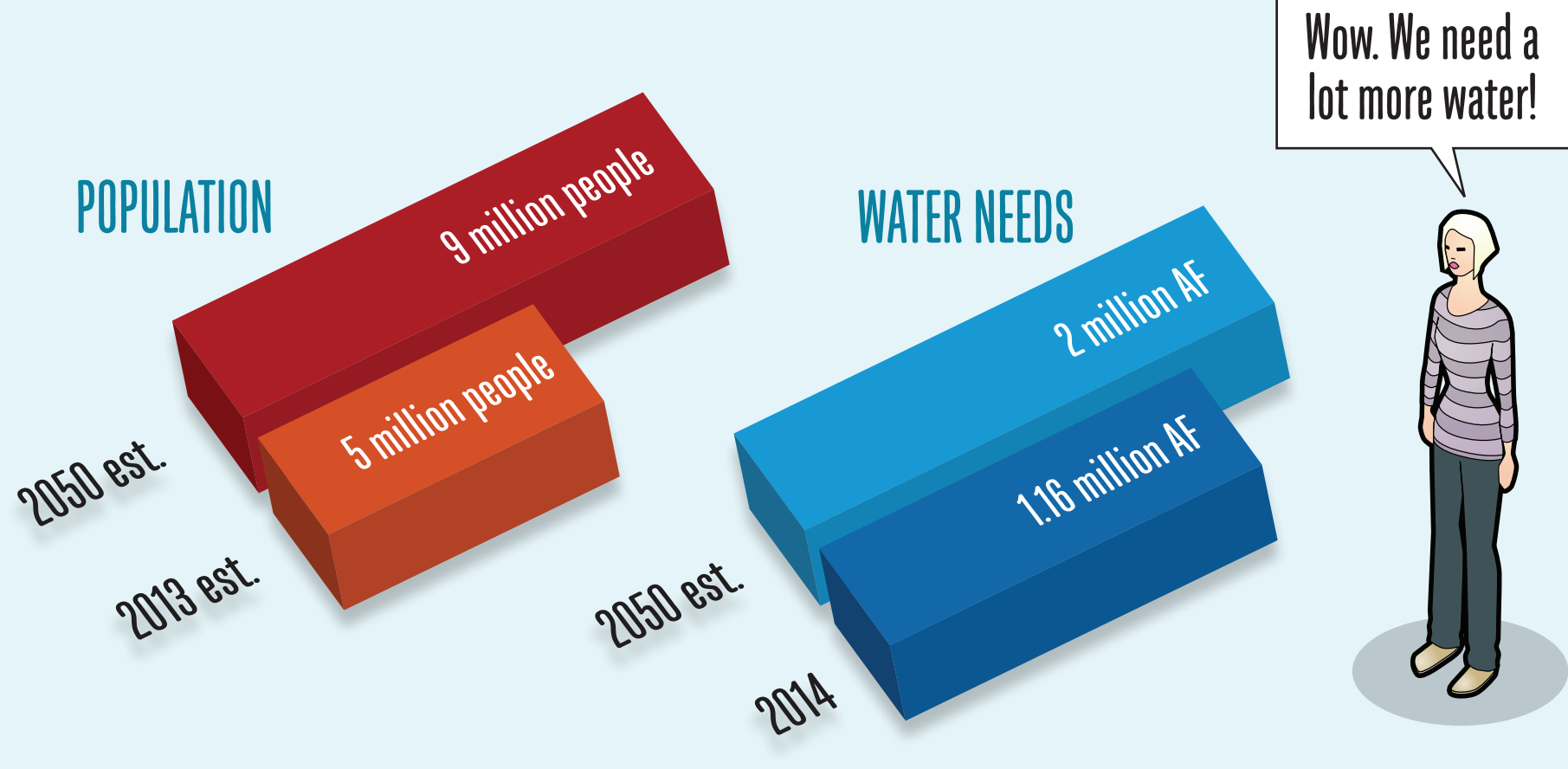


THE KEY TO SOLVING COLORADO'S WATER WOES... CONSERVATION

OUR WATER NEEDS

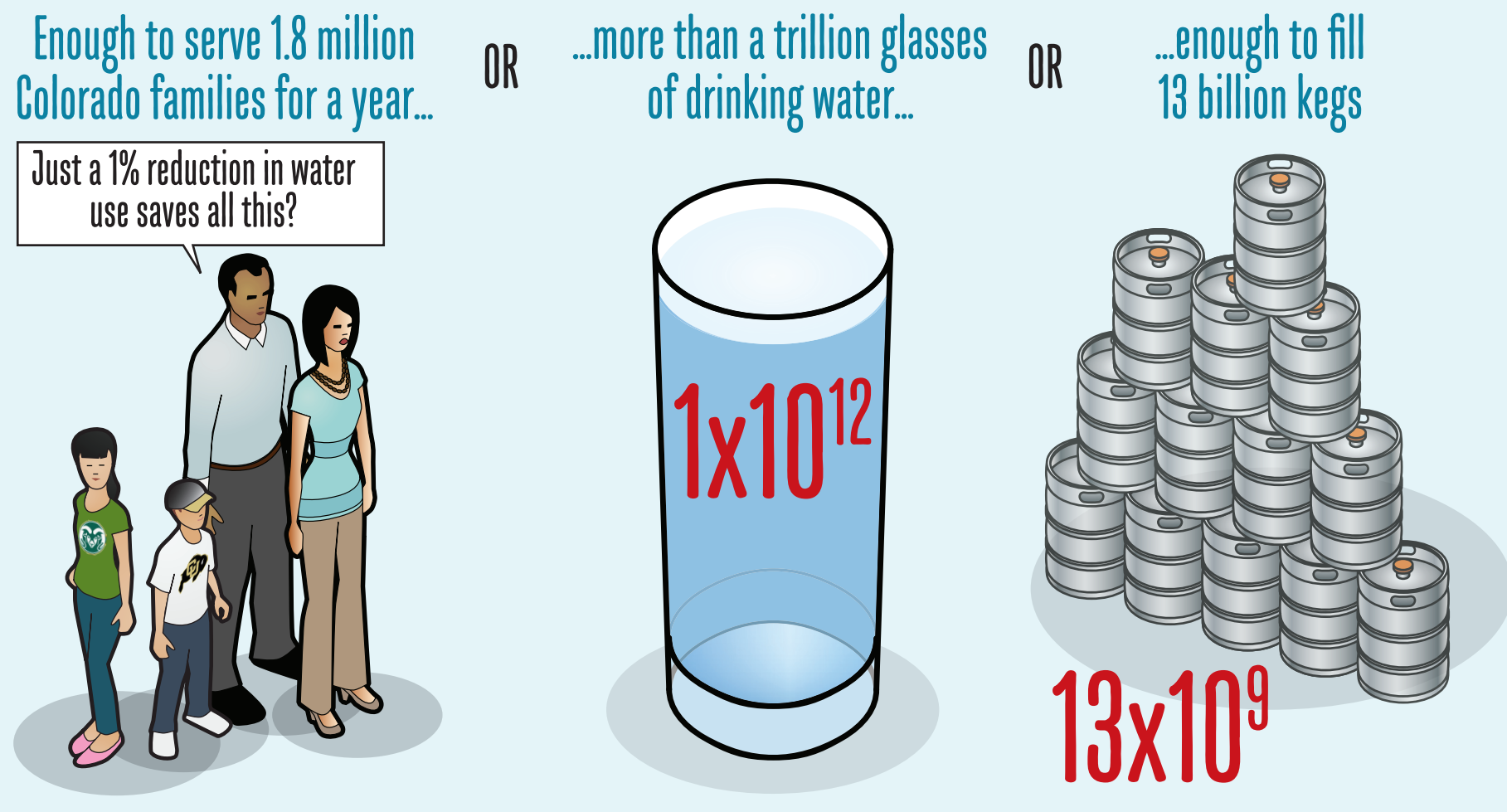
More people means greater strain on our limited water resources.
Without important conservation measures, we won't meet our needs and our rivers could run dry.



An acre-foot of water is enough to cover one acre of land one foot deep, or a whopping 325,900 gallons

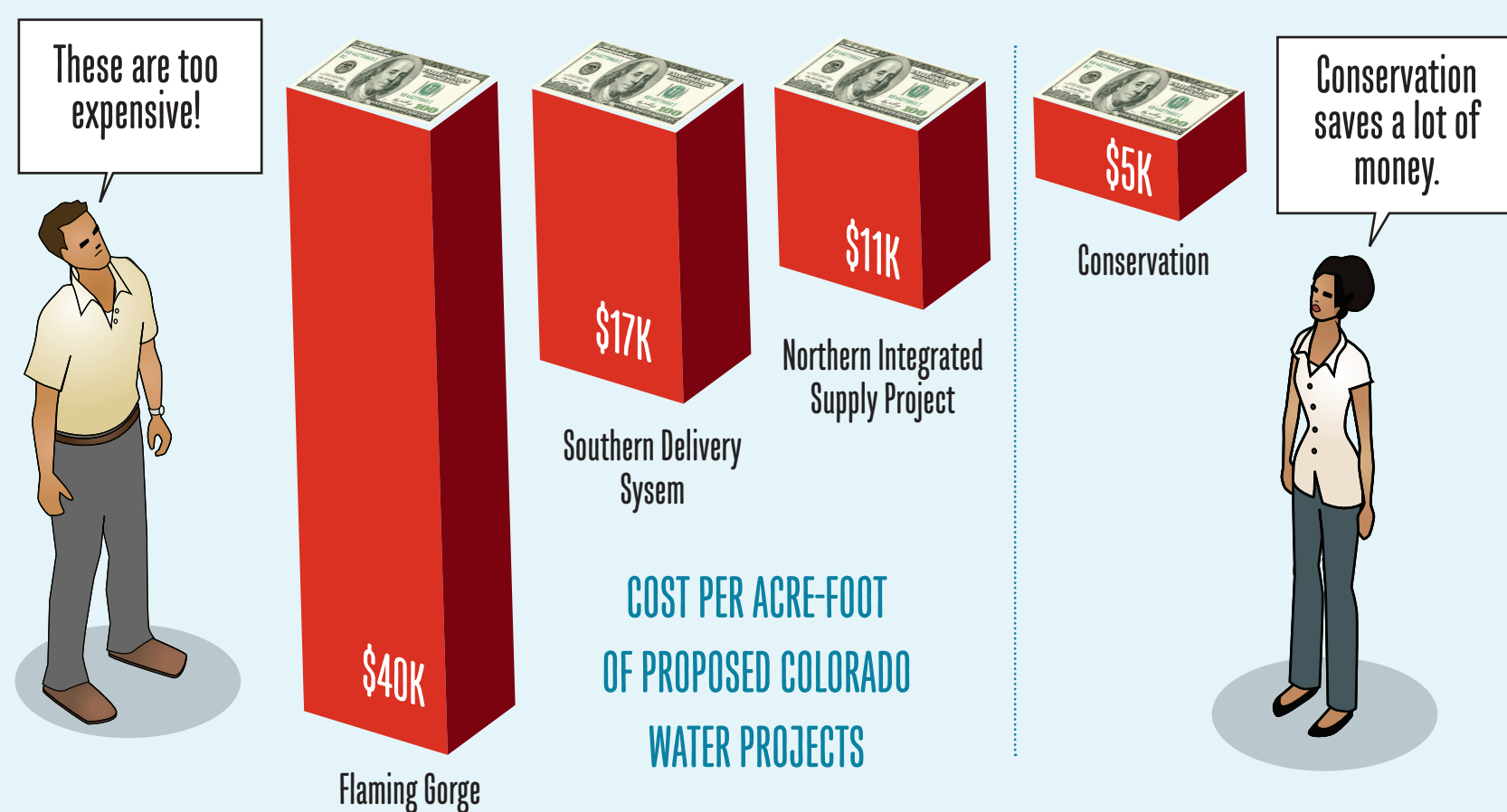
CONSERVATION SAVES HOW MUCH?

We can meet our water needs with common-sense conservation.
With just a 1% reduction in water use each year, we can save 615,000 acre-feet by 2050.



CONSERVATION COSTS LESS\$

Massive water projects cost billions to build, harm our environment, wreck our rivers, and increase our water bills. Water conservation is faster, better and cheaper.



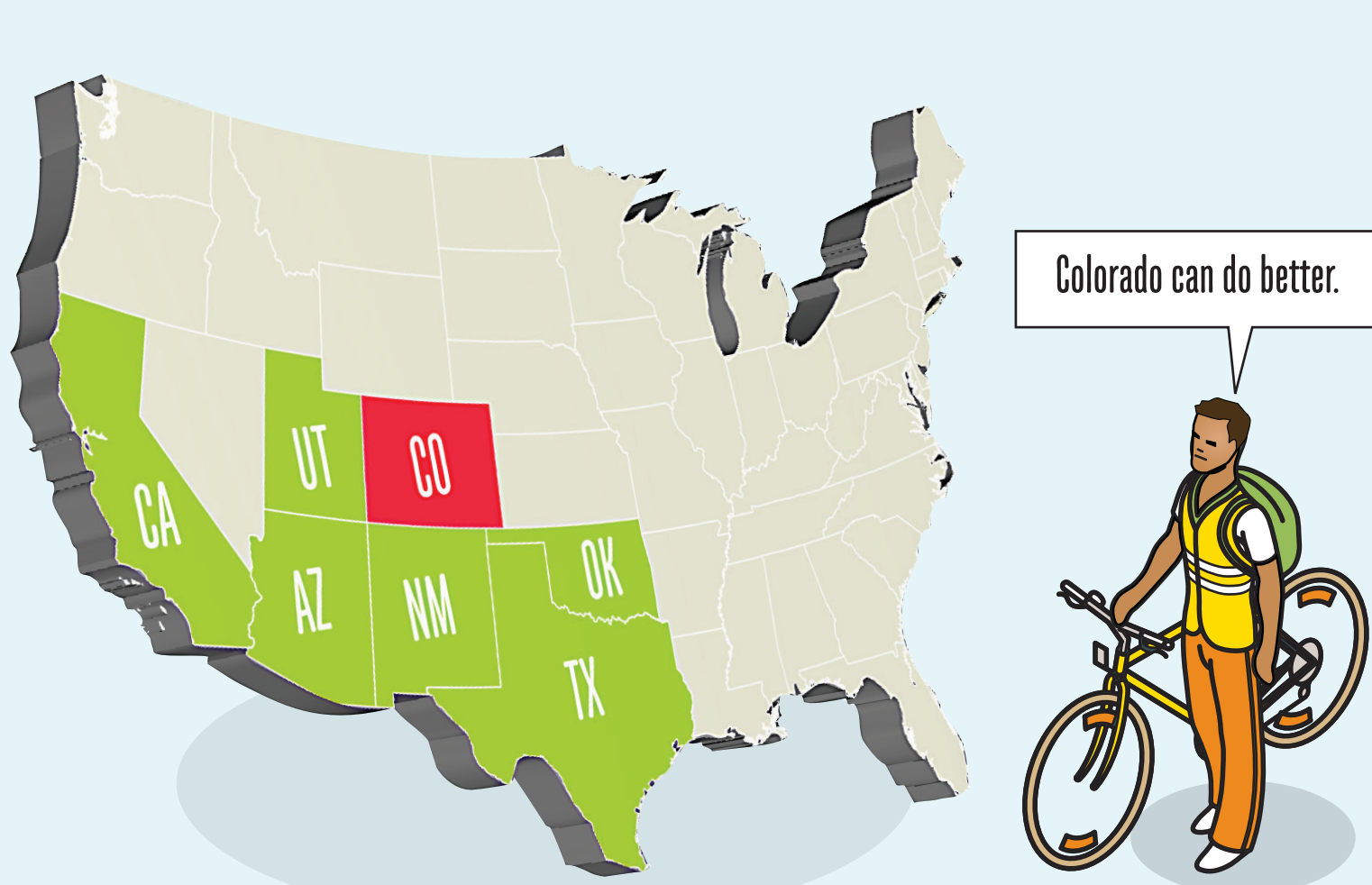
CONSERVATION IS GOOD BUSINESS

Saving water makes business sense and Colorado companies agree.



COLORADO NEEDS A GOAL

Other Western states have defined water conservation goals, but Colorado hasn't.
We should be conserving 1% per year.



YOU CAN MAKE A DIFFERENCE

Help Colorado join its Western neighbors in setting a water conservation goal.
Our rivers depend on it.

Visit www.WaterForColorado.org to learn more.

