



**AQUARION**  
Water Company

Aquarion Water Company of Massachusetts  
900 Main Street  
Hingham, MA 02043

[www.aquarionwater.com](http://www.aquarionwater.com)

*For Immediate Release*

**CONTACTS:**  
Robert L. Roland  
W: 781.740.6693  
C: 617.816.2203

## **Aquarion Water Company Calls for Voluntary Water Conservation**

**HINGHAM, June 13, 2011** – Aquarion Water Company of Massachusetts is asking customers in the towns of Hingham, Hull, North Cohasset, Millbury and Oxford to voluntarily reduce their water consumption. Since Memorial Day weekend the Company has experienced high water demands during the hot and dry periods. The higher demands are due primarily to watering of lawns through irrigation systems.

The Company is requesting all customers with irrigation systems, both permanent and temporary, to use water wisely. This means limiting the use of an irrigation system to no more than two days per week, before 6 a.m. and after 6 p.m., and ensuring the system is operating properly.

In the event the water demand is not reduced immediately through voluntary measures, the Company will be forced to reduce the water demand through mandatory water restrictions. The water restrictions imposed in 2010 banned the use of sprinklers and irrigation systems, and only allowed watering and outdoor water use on an odd/even basis between 6 and 9 p.m. **using hand-held watering devices only.**

“In this voluntary phase, we are asking customers to really think about household water use, especially outdoor water use. Customers with irrigation systems are encouraged to act quick and modify water schedules immediately or water restrictions will be forthcoming” said Robert Roland, Aquarion’s Director of Operations. “Not only will this lead to a healthier lawn, it will save customers money on

their water bills. It is estimated the average irrigation system costs a customer \$15 per watering session.

“Rainfall for April and May have been close to normal but water demand has been up significantly since Memorial Day weekend during the hot and dry spell we have been experiencing. The Company wants to provide the irrigation system owners an opportunity to control the destiny (and color) of their lawns this summer prior to initiating mandatory water restrictions,” Roland said. “The irrigation systems put significant strains on water systems. We can see that most irrigation systems come on between 2 and 4 a.m. daily at flow rates exceeding 5,000 gallons per minute. During the summer, we have found that water usage increases over 150 percent and most of that increase is due to outside watering through the use of irrigation systems.”

Aquarion recommends other water conservation tips at your home to help use water wisely:

- Avoid running your dishwasher and washing machine with partial loads.
- Repair all leaking toilets and fixtures.
- Turn off the water while shaving, brushing your teeth and washing your face or hands.
- Fill water jugs and refrigerate to avoid running the water to get it cold.
- Use brooms or blowers to clean decks, driveways and sidewalks.
- Use of wastebaskets for the disposal of trash, not the toilet.

Aquarion Water Company of Massachusetts, an Aquarion subsidiary, is the public water supply company for some 18,500 homes and businesses, including Millbury, Oxford, Hingham, Hull, and North Cohasset, Massachusetts.

*For additional information and conservation tips call the Aquarion’s Customer Service Department at 1-800-928-3734, or visit our website at [www.aquarionwater.com](http://www.aquarionwater.com).*