



FOR IMMEDIATE RELEASE  
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### **Champion Surfer and Environmental Activist Supports City's Conservation Efforts**

NEWPORT BEACH, Ca. -- The City of Newport Beach filmed a 30-second public service announcement (PSA) with Hurley International's own 12-time champion, world-class surfer Rob Machado.

"Rob Machado is very involved with water quality and conservation efforts locally and globally. We greatly appreciate his interest in, and enthusiastic support of, our local efforts," explained City Council Member Nancy Gardner.

The PSA was produced to facilitate a greater public dialogue encouraging water conservation at home. If water conservation is a way of life in local neighborhoods, especially when it comes to outdoor use, the community will save water while improving ocean and bay water quality. It will be featured at Newport Beach Cinemas, the Newport Beach Film Festival and on the NBTv, the city's government channel, on Time Warner channel 3 and Cox channels 30 and 852.

"The PSA will help to raise water awareness, especially among the youth of our community," Water Conservation Coordinator Shane Burckle said.

The following list provides some easy things that help to conserve water outside homes and businesses.

- Check sprinklers for overwatering:
  - ✓ Water overflows the curb and flows into the gutter
  - ✓ Moss is growing on the ground of landscaped area (especially in shady areas)
  - ✓ Soil is saturated 5" below the surface or soil is muddy.
- Adjust sprinkler heads that are watering driveways, sidewalks and streets.
- Consider purchasing a weather-based, "smart" irrigation controller.
- Periodically inspect your irrigation system. Fix leaks and broken sprinkler heads.

For more easy water-saving tips, please call 949-644-3214 or visit [www.watersmartnewport.org](http://www.watersmartnewport.org).



Champion Surfer Rob Machado



Rob Machado films PSA in Newport Beach, February 3, 2009