



NEWS RELEASE
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GROUNDWATER GOES GREEN
Groundwater Foundation to Hold 2008 Conference
in Desert Hot Springs, California

The Groundwater Foundation will hold its 2008 National Conference November 18-20, 2008 at Miracle Springs Resort in Desert Hot Springs, California. The theme of the conference is "Going Green for Groundwater."

In a world where going "green" is all the rage, has groundwater been forgotten? As a resource that is hidden from view, groundwater is quite often overlooked. Is this the case in the current "green" movement? Can we afford to forget or overlook this precious and vital resource as we move toward the betterment of our environment? No, we cannot. Over 50 percent of Americans rely on groundwater as a source of drinking water. Industry, agriculture, and recreation also rely on groundwater to help their businesses thrive. Being good stewards of groundwater is something everyone can do in their daily lives, whether it's protecting a well, using water efficiently, managing fertilizer and pesticide use, or controlling runoff.

The 2008 National Conference will examine the importance of including groundwater in green efforts, opportunities for green groundwater actions, and how to share the green message in our communities. Don't miss this opportunity to learn what you, your community, and your business can do to protect groundwater for generations to come.

The conference will provide information on "green" programs such as the Leadership in Energy and Environmental Design (LEED) Building program, Groundwater Guardian Green Sites, and the US EPA Water Sense program. Other conference topics such as gray water reuse, landscape technologies, stormwater management, pollution prevention, and take-back programs will help citizens understand their individual responsibility to groundwater protection. The conference will also provide case studies of businesses, industries, and communities working toward a greener world. Another important aspect of "green" stewardship to be explored at the conference is communication. Presentations will address sharing information with the broader community, the importance of accurate environmental messages, media challenges and potential solutions, and the best ways to effect human behavior change.

Special events held in conjunction with the conference include a "Meet the New Groundwater Foundation President" opening reception, and the Groundwater Guardian Designation Ceremony during which communities participating in the Foundation's Groundwater Guardian program and "green" spaces participating in the Groundwater Guardian Green Sites program will be recognized for their efforts on behalf of groundwater.

Join The Groundwater Foundation in sunny Southern California this November as we discuss groundwater and the greening of America one person and one community at a time. As Margaret Mead once said "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, is the only thing that ever has."

The 2008 National Groundwater Guardian Conference is co-sponsored by The Groundwater Foundation and the Awwa Research Foundation. Additional support provided by United States Geological Survey and the W.K. Kellogg Foundation.

For more information and a detailed agenda, visit The Groundwater Foundation website at <http://www.groundwater.org/pe/conference.html> or call 1-800-858-4844.

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The Groundwater Foundation is a non-profit organization based in Lincoln, Nebraska with a mission to educate and motivate the public to care about and for groundwater. Since its inception in 1985, the Foundation has offered various educational programming for youth and adults. To learn more, visit www.groundwater.org.