



FOR IMMEDIATE RELEASE  
CONTACT: Maureen Brennan  
312-946-6075

## **GROUNDBREAKING GREEN CITY COBB PROGRAM TO SAVE MILLIONS OF GALLONS OF WATER A YEAR**

---

### **Program Provides Multi-Family Operators Unit Upgrades with No Upfront Costs**

Atlanta, GA – April 14, 2014 – With the introduction of the Green City Cobb Program, multi-family operators and their residents now have the ability to save millions of gallons of water each year while dramatically lowering their utility bills. By implementing the Green City Cobb Program, thousands of gallons of water per apartment can be saved and, within three years, the water cost savings can often cover the cost of the program while generating a positive cash flow.

Financed by Cobb County Water System, this turnkey program is designed to encourage the upgrade of targeted water consuming fixtures found in apartments built prior to 1993. The upgrade includes all new, high-efficiency kitchen and bath plumbing fixtures from Niagara Conservation®.

Featuring a streamlined sign-up process, the Green City Cobb Program allows multi-housing operators to apply online or over the phone. The program includes a pre-installation analysis for participants by a qualified Efficiency Advisor. The advisor will review each property to ensure the fixtures can be installed, provide an estimate and recommend additional water-saving techniques. Following the evaluation, the installation is conducted by licensed plumbers certified by *Green Plumbers USA*—an innovative organization with an accredited training program that helps plumbers understand their evolving role in improving the environment and public health.

Each install features a wide range of EPA WaterSense® labeled products from Niagara Conservation, a leading manufacturer of water- and energy-saving products. The installations

- more -

## **GROUNDBREAKING GREEN CITY COBB PROGRAM – PAGE TWO**

would include the company's Stealth® System, which comprises of the high-efficiency 0.8 gallon per flush Stealth toilet, adjustable chrome showerheads, and bathroom and kitchen faucet aerators, all guaranteed by a 10-year warranty.

To introduce the Green City Cobb Program to the local community, Cobb County Water System hosted a launch event in Marietta, GA on Friday, March 21. From multi-family property owners to local plumbing contractors, more than 20 representatives attended the two-hour event to learn about the unparalleled benefits the program provides. Kathy Nguyen of Cobb County Water System and Carl Wehmeyer of Niagara Conservation detailed the eco-conscious initiative and explained its value for the Cobb County community.

“As the first program of its kind in the area, we hope to continue to expand our water conservation efforts within our communities,” noted Nguyen, Cobb County Water System, senior project manager. “We are thrilled to partner with local multi-family operators to encourage the use of high-efficiency fixtures to ensure a more sustainable approach to water and energy conservation moving forward.”

Through the Green City Cobb Program, multi-family operators can achieve an increase in property value, a decrease in utility costs and a reduced number of maintenance issues as well as highlight the fact that their property now features new and improved “green” fixtures to entice new tenants within the community. To be eligible, multi-family operators must be customers of Cobb County Water System in good payment status.

### **About Cobb County Water System**

As an agency of Cobb County Government, the Water System employs a skilled, professional workforce of approximately 450. Under the direction of a five-member Board of Commissioners elected by Cobb voters, it is through their visionary leadership and strong management that the Cobb County Water System continues to be a regional leader.

## **GROUNDBREAKING GREEN CITY COBB PROGRAM – PAGE THREE**

For more information, call (770) 423-1000 or visit the Cobb County Water System website at [www.cobbwater.org](http://www.cobbwater.org).

### **About Niagara Conservation**

With a history of more than 35 years of quality and innovation, Niagara Conservation has earned a reputation as a premier manufacturer of high-efficiency water and energy conservation products. Niagara is a leading developer of conservation solutions for plumbing professionals, wholesalers, utility companies, hospitality and multi-family business owners, government leaders, energy management officials and environmentally conscious consumers. Founder and President William Cutler established Niagara in 1977, and the company is still family owned and headquartered in Fort Worth, Texas, with satellite offices around the world.

In 2013, Niagara Conservation was named the WaterSense® Manufacturer Partner of the Year by the U.S. Environmental Protection Agency (EPA) for its focused efforts on encouraging water efficiency and promoting the EPA's WaterSense label throughout the USA. The WaterSense label is awarded to products that are least 20 percent more efficient than their counterparts without sacrificing performance.

For more information about Stealth toilets and Niagara's other water conservation solutions, visit [www.NiagaraConservation.com](http://www.NiagaraConservation.com), or call 800-831-8383. For media inquiries, contact Maureen Brennan at 312-946-6075.

### **About Green Plumbers**

Green Plumbers® is an innovative, brand overlay and accreditation program that assists plumbers in understanding their role in the environment and public health. The organization's goal is to promote the benefits of water conservation and the reduction of GHG emissions. The focus is on changing consumer and plumbing behavior through the use of energy efficiency and water saving technologies. For more information, visit: [www.greenplumbersusa.com](http://www.greenplumbersusa.com)

###