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**FOR IMMEDIATE RELEASE**

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## **Senators Introduce Resolution Recognizing July as *Smart Irrigation Month***

FALLS CHURCH, VA. (June 17, 2009) - Yesterday, in the United States Senate, Senators Benjamin Nelson (D-Neb.) and Dianne Feinstein (D-Calif.) introduced a resolution recognizing July as *Smart Irrigation Month*. The resolution celebrates and supports the irrigation industry's efforts to educate the public about the importance of using water wisely, responsibly and efficiently. *Smart Irrigation Month* is an industry campaign to increase public awareness of the value of water-use efficiency.


A companion to the House of Representatives version that was introduced in May, Senate Concurrent Resolution 28, the "*Smart Irrigation Month Resolution*," supports the Irrigation Association's efforts in promoting efficient irrigation technologies and practices through public education and industry outreach.

"We are very excited to have this resolution introduced in the United States Senate," said IA's Federal Affairs Director John Farner. "Through this introduction, it is evident that both the House of Representatives and Senate are serious about water policy and the benefits of efficient irrigation in the overall water management debate."

The Senate resolution comes on the heels of the 2009 Irrigation Legislative Conference, which was held May 5-7, 2009, where more than 20 IA members lobbied their Senators directly for the "*Smart Irrigation Month Resolution*" to be introduced. Members and industry allies of the Irrigation Association can contact their Representatives and Senators to request their support of the House and Senate "*Smart Irrigation Month Resolutions*" by visiting [www.irrigation.org/legislativeactioncenter](http://www.irrigation.org/legislativeactioncenter).

In 2006, the Irrigation Association named July *Smart Irrigation Month* to raise awareness of the benefits of smart irrigation practices. Since then, IA members in every segment of the industry have used *Smart Irrigation Month* as an opportunity to promote efficient irrigation practices, technologies and methods.

Visit <http://www.smartirrigationmonth.org/> for water saving tips, marketing materials, logos available for download, public service announcements, press releases, and other free tools to promote *Smart Irrigation Month* and efficient



irrigation.

The Irrigation Association is the leading membership organization for irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and end users. Originally founded in 1949, IA includes over 2,000 corporate and individual members and is dedicated to promoting efficient irrigation. For more information, visit <http://www.irrigation.org/>.

*The Irrigation Association promotes efficient irrigation.*

