

## SAVE THE WATER RACE RESULTS IN SIGNIFICANT WATER SAVINGS FOR DROUGHT STRICKEN TOWN

### Gerber Responds to Need by Donating Water Conserving Products

**WOODRIDGE, Ill. (February 2008)** – Reacting to the severe drought conditions plaguing the Southeast, Mayor Tony Reames of Orme, Tenn., launched a community awareness campaign with an immediate message – *save water now before it runs out*. The campaign titled, Save the Water Race, is a vast effort to inform homeowners about the significance of preserving water by repairing water leaks in toilets and faucets, and by installing water control fixtures throughout the home.

Save the Water Race ignited on November 27 with hundreds of volunteers from national companies, along with local businesses and residents, teaming up to install water-efficient products for the quaint Tennessee town of approximately 150 residents. Gerber Plumbing Fixtures was one of seven major plumbing manufacturers who participated. The company demonstrated its ongoing corporate social responsibility by donating its high performance and water conserving Viper™ toilets to town residents.

“We are honored to aid in this major effort to help these citizens during this severe water crisis,” comments Ron Mudge, marketing and new categories manager of Gerber Plumbing Fixtures LLC. “The Save the Water Race campaign provides the perfect catalyst to educate homeowners on the real value of water conservation. This project also demonstrates how high performance products like the Viper, conserve water by flushing the first time-every time”



The Gerber Viper high-performance toilets were installed with Bemis toilet seats, which are made of recycled materials. Delta Faucet Company also provided showerheads that use 36 percent less water than a normal showerhead.

“What these companies did is truly remarkable. It was like a whirlwind. From green materials to water saving products, every organization showed up ready to help. Our community did our part by opening our homes, preparing for the installers and by Peoples Bank providing lunch,” said Mayor Reames.

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For more information, including water facts from Orme and other water saving studies, visit [www.endwaterleaks.com](http://www.endwaterleaks.com) or call toll free 800-215-5961.

For additional product information on Gerber's water conserving products, visit [www.gerberonline.com](http://www.gerberonline.com) or call 630.754.0278.

**About Gerber:**

Gerber Plumbing Fixtures LLC is a leading manufacturer of vitreous china plumbing fixtures, faucets, fittings and bathroom suites for the residential, commercial and hospitality construction markets. Gerber products are sold exclusively to the plumbing professional and are supported with Gerber's exclusive "Best-in-Class" customer service. The company is committed to sustaining the environment through resource conservation and building best practices. Gerber is a member of the US Green Building Council and is a partner in the US EPA WaterSense Program.

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