



# Wyland National Mayor's Challenge for Water Conservation

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# Why the Wyland Mayor's Challenge?

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01

## A Great Initiative

A national initiative that unites cities to conserve water and promote sustainable practices.

02

## Water Matters to our City

Water is Corona's precious resource; conservation ensures future availability.

03

## A Unique Opportunity

Our City has the chance to lead by example, gain recognition and engage our residents in meaningful change.

04

## Friendly Competition

Encourages friendly competition among communities for a healthier planet.

**MYWATERPLEDGE.COM**

Take the Wyland National Mayor's Challenge for Water Conservation, **April 1-30**

**WIN \$3000**  
for home utilities  
and thousands in prizes  
for students at area  
schools!

**SPREAD THE WORD ON SIMPLE WAYS TO SAVE WATER  
AND CLEAN UP OUR COMMUNITIES**

It's fun, free and easy. Simply choose an action to take on behalf of your city at [mywaterpledge.com](http://mywaterpledge.com)

## Here With You: Every Day, Every Drop

The Mayor is the face of this initiative, encouraging residents to take the pledge.



### Driving Awareness

Utilize public platforms, events, and social media to amplify the message of water conservation.



### Leading by Example

Showcase the City's efforts to conserve water & highlight examples of City-led programs that align with the goals of the challenge



### Strengthening Corona Pride

Create a sense of unity and collective purpose among residents by rallying them for the cause.

# What's Next?

## 01 Let's Sign Up!

The Mayor will sign up [Wyland National Mayor's Challenge For Water Conservation - Wyland Foundation](#)

## 02 Let's Promote the Challenge!

Send out email to customers and social media with a video from the Mayor, bill messaging, and a QR code on promotion posters at Customer Service, City Hall and Libraries.

## 03 Let's Sign Up Residents in Person

Encourage residents to sign up to take the pledge at City hosted events.

Help them sign up using their phones or they can sign up using our laptop onsite.



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City of Corona

<https://www.coronaca.gov>

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# Let the Challenge begin!

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We are Bold

We are Humble

We are Driven

We are Honest

We are Kind

We are a Team

**Of Course, We're Corona!**

Questions?

Email [kathlyn.Meadors@CoronaCA.gov](mailto:kathlyn.Meadors@CoronaCA.gov)