



NEWS RELEASE

For Immediate Release

12700 Main Road & Love Lane, Mattituck., NY 11952
Phone: 631-298-8880 • Fax: 631-298-4649 • www.NFEC1.org

Contact: Ken Rubino
President, NFEC
Phone: 631-298-8880
Email: NFEC@optonline.net

NFEC'S TEAMS UP WITH THE SUFFOLK COUNTY WATER AUTHORITY TO PROMOTE WATER CONSERVATION

**Free water conservation kits to be made available May 31, 2008
at both Southold Town Hall and NFEC offices in Mattituck.**

MATTITUCK, NY (May 19, 2008) — The North Fork Environmental Council (NFEC) and the Suffolk County Water Authority (SCWA) have teamed up to help promote greater awareness of the need to save our most precious resource – water.

In a community which is surrounded by water, thoughts of improving water quality and conservation efforts are often focused on our bays, creeks and the Sound. But equally important is the North Fork's fresh water supplies. With more homes being built and more year-round and summer residents using this important but limited resource, significant water conservation efforts are needed – now.

“Of all of our awareness campaigns, this is perhaps the most important and the most difficult,” says Ken Rubino, president of the NFEC. “We've got to get people to understand that whether you use well water or are hooked into a municipal water system, conservation is important as all of our water needs are met through a common source – Long Island's underground aquifer.” Mr. Rubino added, “It's not just a case of saving money on a water bill, it's about saving a resource that is key for everyone and our way of life – for North Fork residents, for area businesses and, of course, for our farmers and vineyards.”

There are steps that every household can take: installing a simple water reduction controller in shower heads; installing a water faucet aerator; and using simple leak detection methods. In addition to mechanical devices, water conservation practices – such as taking shorter showers, not running the water while you brush your teeth or shave, planting indigenous plants that require less water and not running sprinklers during or soon after a rain event – can add up to significant water savings.

To advance these efforts, the NFEC and SCWA will be distributing free water conservation kits on Saturday, May 31 at the Southold Town Hall (52095 Main Road/Route 25, Southold) and at the NFEC offices in Mattituck (12700 Main Road/Route 25, across from Love Lane). Distribution will begin at 10:00 a.m. and last until the earlier of 12 noon or when supplies of the free kits run out.

Mr. Rubino also noted, “The NFEC is proud to help bring water conservation to the forefront. But at the same time, we also ask community members to look at the big picture and to help conserve the natural habitats – our open spaces, woodlands, ponds and lakes – which serve to help filter and clean rain water as it seeps through the ground to the aquifer.” He added, “We don't just need to make sure we have enough water, we need to make sure we have enough drinkable water.”

The NFEC is a grassroots organization dedicated to the preservation of land, sea, air and quality of life on Long Island's North Fork. Incorporated in 1972, the NFEC has a successful track record of over 35 years in raising public awareness of key environmental issues, increasing participation in important town meetings and write-in campaigns, and continuing the fight to “Save What's Left.”

###