

# Niagara Conservation Corp Wins 2017 Watersense Excellence Award

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The U.S. Environmental Protection Agency (EPA) recognized Niagara Conservation Corp. with a 2017 WaterSense Excellence Award for its #WhatTheFlush campaign. Twenty winners in total were recognized at the WaterSmart Innovations Conference in Las Vegas.

Niagara's #WhatTheFlush campaign was launched in April as a creative approach to promote reducing water waste and Niagara's WaterSense-labeled Original Stealth toilet. Niagara launched videos, had a media day to raise awareness about the environmental need to save water and also hosted several one-day events in local Home Depot parking lots to promote WaterSense-labeled products, encourage water conservation, and help customers fill out rebate forms.

"The world is running out of good water. At Niagara, we know that everyday ingenuity can answer a global crisis," said Carl Wehmeyer, executive vice president for Niagara Conservation. "Our

#WhatTheFlush campaign was a way to help American save water, energy, and money – all while having some fun.”

Over the past decade, Niagara and nearly 2,000 other WaterSense partners have helped consumers save more than 2.1 trillion gallons of water, or more than the amount used by all U.S. households for 75 days. In addition to water savings, WaterSense labeled products and homes have helped reduce the amount of energy needed to heat, pump, and treat water by 284 billion kilowatt hours—which is enough to power more than 26.3 million homes for a year—and save \$46.3 billion in water and energy bills

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