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### News Release

**For Immediate Release**  
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### **Governor Declares July "Smart Irrigation Month"**

Governor Roy Cooper has officially proclaimed July as "**Smart Irrigation Month**" for North Carolina. This Proclamation recognizes the importance of efficient outdoor water use and the responsibility of all North Carolinians to use water wisely. Well managed landscapes add beauty and value to our communities, businesses and homes and improve the environment and contribute to our economy. Plants and turf filter the air and water of harmful pollutants, produce oxygen and help conserve energy by shading and cooling our homes in summer. Parks, green spaces and our own landscapes enhance our quality of life and well being everyday!

The month of July is typically a peak month for water usage for irrigation in North Carolina. Tremendous potential exists for water savings through proven water-saving technologies and effective irrigation management practices. Using water wisely saves money on utility bills, nurtures green spaces that deliver real environmental benefits, protect our state and local water supplies for generations to come. Highly efficient or "Smart" irrigation systems minimize overwatering while keeping lawns and gardens beautiful and healthy by adjusting water levels automatically to account for rain and other contributing conditions. This puts every drop of water to work by minimizing evaporation and waste, and makes maintaining landscapes more efficient, convenient and cost effective.

Smart Irrigation Month is part of a public awareness effort promoted by The NC Green Industry Council, their member associations. For information on how you can be water "Smart" and save water and money visit:

<http://www.ncgreenindustrycouncil.com/>

*The North Carolina Green Industry Council is an umbrella organization, representing nine North Carolina green industry trade associations with over 2,300 member companies. As the leader in representing and promoting "the authentic green industry" in NC, The Green Industry Council promotes the value of green industry products and services directly to the consumer, including efficient irrigation and water conservation practices.*

#### Member Organizations

*The North Carolina Nursery and Landscape Association  
The Turfgrass Council of North Carolina  
The North Carolina Sod Producers Association  
The Carolinas Irrigation Association  
The North Carolina Composting Council  
The North Carolina Pine Needle Producers Association  
The North Carolina Urban Forestry Council*

**The North Carolina Green Industry Council**  
*The Authentic Green!*