



Colorado River Day 2013

Media Clips

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- “Colorado River Day Thursday,” *Parker Live*, 7/24/13 ([link](#)).
- “State of the Land” Series: Colorado River Day, *Public News Service*, 7/24/13 ([link](#)).
- “Five cities that drink from the river pay homage,” *Grand Junction Sentinel*, 7/26/13 (subscription only, pasted below).
- “Colorado River Day,” *NBC 11 KKCO* (Grand Junction), 7/25/13 ([link](#)).
- “Urban and Rural Interests Unite to Commemorate 2nd Annual Colorado River Day ...,” *BARN Radio Network*, 7/23/13([link](#)).
- “City strives to conserve Colorado River resources,” *Santa Fe New Mexican*, 7/25/13 ([link](#)).
- “Colorado River Day,” *NBC 3 KSNV* (Las Vegas), News3 at Noon & News 3 at Eleven, 7/25/13 (no link available).
- “Colorado River Day,” *CBS 8 KLAS* (Las Vegas), 8 News Now at 5pm, 7/25/13 (no link available).
- “Colorado River Day,” *Fox 5 KVVU* (Las Vegas), Fox5 News at 5:00pm, 7/25/13 (no link available).
- “Colorado River Day,” *ABC 13 KTNV* (Las Vegas), ABC 13 Action News, 7/25/13 (no link available)
- “Californians Unite to Protect Drinking H2O Supply,” *Public News Service – CA*, 7/26/13 ([link](#)) (6 media outlets ran the story – [placement report](#)).
- “Southwestern States Celebrate Colorado River Day,” *Public News Service – AZ*, 7/26/13 ([link](#)) (34 AZ media outlets ran the story and was distributed nationwide via Clear Channel to 460 outlets – [placement report](#)).
- “Protecting the Colorado River Unites New Mexicans,” *Public News Service – NM*, 7/26/13 ([link](#)) (9 media outlets ran the story – [placement report](#))
- “Cities mark ‘day of action’ with calls for water conservation, efficiency,” *E&E News*, 7/26/13 (subscription only, pasted below).
- “Southwest Tips Hat to CO River: Feeds NV Drinking Water & Economy,” *Public News Service –NV*, ([link](#)) (8 media outlets ran the story – [placement report](#)).



Las Vegas Councilman Steven Ross and Nuestro Rio’s Marco Rauda greet press in Las Vegas.



Mayor David Coss speaks in Santa Fe.



Denver City Councilwoman Judy Montero speaking in Troy Chavez Peace Garden.



NYFC member Brooke Webb speaks at the Grand Junction event.



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Grand Junction Sentinel

Five cities that drink from river pay homage



Kate Greenberg, right, of the National Young Farmers Coalition, moderates a gathering Thursday celebrating Colorado River Day at Eagle Rim Park. In its second year, Colorado River Day took place in Grand Junction, Denver, Las Vegas, Santa Fe and Phoenix..

[By Sam Waters](#)

Friday, July 26, 2013

Thursday marked 92 years since the Colorado River got its name and folks in five cities across the country took time to honor the famous waterway and talk about its importance.

In its second year, Colorado River Day took place in Grand Junction, Denver, Las Vegas, Santa Fe and Phoenix.

The event was organized by a wide coalition of organizations including the National Young Farmers Coalition, Save the Colorado, Protect the Flows and Nuestro Rio, in an effort to bring people together in support of maintaining the river. This year's event focused on water conservation.

The Grand Junction event, held at the river overlook at Eagle Rim Park on Orchard Mesa, had a variety of speakers who talked about the importance of the river and conserving water.

Grand Junction City Council members Bennett Boeschstein and Jim Doody spoke along with the town of Paonia's mayor, Neal Schwieterman. Farmer Brad Webb of Mesa Park Vineyards also spoke as a representative of the local agricultural community.

"We're here today to encourage our elected officials to talk about conservation," said event organizer Kate Greenberg of the National Young Farmers Coalition. "We're focused on conservation both from a municipal and agricultural standpoint."



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According to the Colorado River Day website, the Colorado River and its tributaries run through seven states and supply drinking water for 36 million Americans.

The river system irrigates 15 percent of the nation's crops and facilitates recreation, which adds up to \$26 billion annually and supports a quarter-million American jobs.

"Essentially no matter where we live in the West, we're affected by the Colorado River," Greenberg said.

Most of the speakers mentioned that conservation is "the low-hanging fruit" and is a great step in ensuring the sustainability of the river.

In addition to hosting media events in five Western cities, the organizations putting on the events asked mayors across the southwest to sign a statement saying they support conservation first, Greenberg said.

She said the statement will be delivered to the U.S. Department of the Interior and seven Colorado River states urging them to produce actionable measures on urban water conservation, agricultural water conservation and healthy river flows via the basin study work groups.

They are also hosting social media events and are asking people to use the hashtag #CoRiver on Twitter and connect with their elected officials that way.

"It's our responsibility to take care of this river not for today, but for tomorrow," Councilor Doody said.

E& E News

9. COLORADO RIVER:

Cities mark 'day of action' with calls for water conservation, efficiency

April Reese, E&E reporter

Published: Friday, July 26, 2013

SANTA FE, N.M. -- Standing in front of an orange tractor under a relentless sun, Mayor David Coss (D) had a simple message for the dozen or so local officials, reporters and onlookers gathered in front of City Hall for Colorado River Day: conserve, conserve, conserve.

"It's going to take a team effort throughout the Southwest to bring the Colorado River and its tributaries back into balance," Coss, a former hydrologist, told the small crowd. "That's why we're uniting with



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farmers and officials from other cities to urge the federal government and seven Colorado River states to help our region step up urban and agricultural water conservation."

Coss was among the elected officials in eight cities in five of the seven states in the Colorado River Basin participating in the second annual Colorado River Day, organized by advocacy groups. The "day of action" coincided with the 92nd anniversary of the day the river, formerly known as the Grand, was renamed the Colorado.

The officials signed a statement calling for increased urban and agricultural water conservation as a way of improving water security and sustain a healthy, flowing Colorado River. The statement will be delivered to the Interior Department, which is studying ways to stretch supplies in the basin.

The river, which provides water for seven states and Mexico and irrigates 15 percent of the nation's cropland, is the "backbone of the West's economy and a critical drinking source for millions," Coss said.

The call to address Colorado River issues comes as a trio of stakeholder working groups are teasing out the "next steps" to build on findings of a recent Bureau of Reclamation study examining the growing gap between water supply and demand on the river ([Greenwire](#), May 29).

The study, released last December, says stepped-up conservation is one of the easiest and cheapest ways to narrow the projected 3.2-million-acre-foot gap between supply and demand in the basin by 2060. An acre-foot equals 326,000 gallons -- enough water to supply two families of four for a year ([Greenwire](#), July 17).

Ramping up conservation and efficiency in cities and on farms is the focus of two working groups. The third is exploring how to ensure enough water is left in the river to support recreation and wildlife.

The groups are expected to provide a set of recommendations next year.

But given the immense challenges ahead, cities, states and federal agencies would be wise to take action now, Coss said.

"I join other mayors from cities big and small on behalf of urban residents and farmers to call on the states and the federal government to help us achieve more needed water-efficiency measures by producing actionable proposals to implement them," he said, echoing statements from other participating mayors. "Let's get to work and solve this critical challenge."

Measures like installing low-flow toilets and shower heads, restricting landscaping irrigation and making a conscious effort to use less water can go a long way in increasing how much water cities save, local officials said.

Santa Fe has one of the lowest water-usage rates in the Southwest, averaging about 106 gallons per capita, Coss said.



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"These issues serve as a very good reminder of how vitally important it is for our region and our community to be good stewards of our water resources and to always observe sound water conservation practices," said Santa Fe Water Resources and Conservation Manager Rick Carpenter.

Santa Fe is not technically in the Colorado River Basin -- it lies within a few miles of the Rio Grande -- but it receives almost half its water supply from a tributary, the San Juan River, via a trans-basin pipeline that empties into the Rio Grande Basin.

In neighboring Colorado, where the Colorado River begins high in the Rocky Mountains, officials in Denver said educating people about the importance of the river is paramount in achieving conservation and efficiency goals.

"Community interest in education surrounding water issues is essential to intelligent sustainable use of our precious resources," said Alex Martinez, manager of safety for the city of Denver, which also participated in Colorado River Day.

The event, which took place in five of the seven states in the Colorado River Basin, was organized by the National Young Farmers Coalition, Save the Colorado, Protect the Flows and Nuestro Rio, all of which have pushed for swift action on addressing the challenges of ensuring a sustainable water supply and healthy flows in the basin.

Other cities that held Colorado River Day events: Paonia, Fruita and Grand Junction, all in western Colorado, Tucson, Ariz., San Diego and Las Vegas.