

MEDIA ALERT

COLORADO RIVER DAY in LAS VEGAS

July 25, 2013

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Urban and Rural Interests Unite in Las Vegas to Commemorate 2nd Annual Colorado River Day

National Young Farmers Coalition, Save the Colorado, Protect the Flows and Nuestro Rio Call on Government to Produce River Management Solutions Promoting Water Conservation and Healthy River Flows

Las Vegas, NV – July 25 marks the 92nd anniversary of the day the Colorado River was officially re-named from the “Grand” to the “Colorado.” Las Vegas will be one of six cities hosting a celebratory event and day of action as part of [Colorado River Day](#), a region-wide movement to honor the waterway that serves as the backbone of the West’s economy and a critical drinking source for millions.

In its second year, the event brings together urban and rural constituencies who in solidarity are calling on the Department of Interior and state governors across the basin region to implement strategies that focus on improving the urban and agricultural efficiency with which the basin states consume the Colorado River’s water. The seven Colorado River states and the Department of Interior are now meeting to determine next steps on urban water conservation, agricultural water conservation and how to keep healthy flow in the river. Conservation practices are the most cost-efficient and expedient way to effectively address the river’s supply and demand imbalance. The groups organizing Colorado River Day are asking for an actionable plan to improve conservation and river flow, not just further study.

WHEN: Thursday, July 25, 2013 at 10:30 a.m.

WHERE: Gilcrease Orchard, 7800 N. Tenaya Way.

WHAT: Press Conference

WHO: Councilman Ward 6, Steve Ross
National Coordinator for Nuestro Rio, Marco Rauda
Gilcrease Orchard Director, Mark Ruben

City officials with their rural counterparts have been invited, along with urban residents joining farmers. Elected officials and others will talk about finding common sense

solutions to our water imbalances that promote efficiency while also providing the water we need for our cities, communities and farms.

Statement of commitment is signed by both big city and rural locally elected officials in support of robust progress on urban and agricultural water conservation in the Southwest. Statement will be publicly launched with a handful of founding signees at the event. After one month of collecting additional signatures from locally elected officials, statement will be delivered to Nevada state and federal officials.

WHY COLORADO RIVER DAY

The Colorado River and its tributaries runs through seven states (AZ, CA, CO, NM, NV, UT, WY) supplies drinking water for 36 million Americans. The river system irrigates 15% of our nation's crops, and facilitates recreation that adds up to \$26 billion annually and supports a quarter million American jobs.

According to the Department of Interior's Colorado River Basin Study, demand on the river's water now exceeds supply, and the imbalance will become larger over the next 50 years. The study concludes that the most cost effective and easily implementable way to address the imbalance is to improve urban and agricultural water conservation and similar measures that focus on efficiency and flexibility. On July 25, representatives from urban cities and rural communities will come together in a unified movement (as did progressives and conservatives in 2012) to urge that policy makers put into practice these cost-effective conservation measures that will most efficiently resolve the predicted gap in supply and demand.

The Colorado River is the primary source of drinking water for residents of Southern Nevada. The river is also the primary source for irrigation water for the region's small agricultural industry and, more significantly, the primary irrigation source for the states who share the river with Nevada. Recreation on the Colorado River and the reservoir it fills, Lake Mead, results in over \$2.8 billion in economic output annually and supports over 25,000 jobs in the state. www.ColoradoRiverDay.com

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