

## Media Release

Thursday, 1 July 2010

### SPASA is a proud sponsor of the national 2010 savewater! awards®

SPASA is pleased to be a sponsor of Australia's most well regarded water sustainability awards program, the savewater! awards®.

Now in their eighth year, the prestigious savewater! awards® have a solid reputation in recognising and rewarding the highest excellence in water conservation and efficiency by business, government, schools, local communities and individuals.

Sponsorship of the national 2010 savewater! awards® highlights SPASA's corporate commitment to environmental, industry and community sustainability.

CEO of the savewater!® Alliance Mr Nigel Finney says that SPASA's affiliation shows strong commitment to sustainability and corporate social responsibility values.

"Sponsoring the savewater! awards® has helped many companies spread the water conservation message and highlight the importance of water conservation to the community," he said.

SPASA Victoria CEO, Brendan Watkins said "SPASA Victoria is proud to be associated with the wonderful efforts of the savewater! alliance. The pool and spa industry across Australia considers itself to be ideal candidates to promote water wise behaviour - this is a responsibility we take very seriously".

"SPASA Victoria has embarked on a significant sustainability campaign to guarantee a long-term future for pools and spas in our state. Our strategy involves: the Water Neutral Pool program, communications on responsible water/energy use, a pool-water donation program and the physical sourcing of alternative pool water".

"Swimming pools are an iconic part of the Australian way of life, SPASA across the nation promotes water saving activity as one of our major goals".

Entries for the savewater! awards® are now open and close at 5.00pm (AEST) on Monday 9<sup>th</sup> August 2010.

Winners will be announced at a gala ceremony in Sydney on Friday 12<sup>th</sup> November 2010.

For further information, visit [www.savewater.com.au](http://www.savewater.com.au)

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