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Twitter Contest for Water Conservation Tips Pays Off During Earth Month

Leading Toilet Manufacturer Caroma® Gives Away Dual Flush Toilets to Five Eco-Conscious Consumers

Surrey, British Columbia – Caroma, the worldwide leader in high efficiency dual flush toilets for commercial and residential use, announces the winning tweets for the water conservation Twitter contest sponsored by the company. Each winner will receive a dual flush toilet for their participation in the awareness building contest. Beginning at Global Green’s pre-Oscar party on Wednesday March 3, 2010, which was co-sponsored by Caroma, the contest challenged consumers to post water saving tips every week on Twitter leading up to Earth Month.

The winning tweets for each week are:

- Week 1: “Water-Saving Tip: If it’s yellow, let it mellow, if it’s brown flush it down.”
- Week 2: “Take showers instead of baths.”
- Week 3: “Use leftover drinking water (for yourself and pets) to water your plants.”
- Week 4: “Save water by turning the water off while brushing your teeth.”
- Week 5: “Save water by switching your toilet to a Caroma dual flush toilet.”

Other great examples of water conserving tips posted on Twitter included turning off the shower while soaping and shampooing, refraining from wetting your toothbrush before brushing, taking five minute showers, and washing little black dresses in the cold water cycle to save water and energy. For consumers who didn’t win, Caroma has launched the “One Flush Makes a Difference” promotion in honor of Earth Month. Until the end of April, consumers can visit www.caromausa.com/oneflush to receive a coupon for 50% off the list price of any Caroma toilet at participating retail locations.

“In preparation for Earth Month, Caroma decided a Twitter giveaway contest would give water conservation awareness an early start and the Global Green Pre-Oscar Party was a great launching pad for the contest,” said Derek Kirkpatrick, Caroma North America General Manager. “As a company that has been committed to water conservation technologies for 70 years, we wanted to offer customers the opportunity to benefit from sharing their conservation advice with the world.”

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As the industry leader in high efficiency toilet (HET) technology, Caroma dual flush toilets surpass both the U.S. federal requirement of no more than 1.6 gallons of water per flush (gpf) for new toilets and the North American high efficiency toilet standard of 1.28 gpf. All Caroma dual flush toilets include two buttons for flushing; the half flush which uses 0.8 gpf for liquid, and the full flush which uses 1.28-1.6 gpf (depending on the model) for solids. With an average flush volume of 0.9 gpf, Caroma toilets boast the lowest water consumption in the market today and come in a variety of stylish modern designs that add to the décor of any bathroom.

Can One Flush Make a Difference?

Absolutely! If just one person uses a high efficiency toilet for one year then they will save approximately 330 gallons of water (based on the average three flushes of water per day). Further, if your toilet is from the 1980's when new toilets were regulated to use 3.5 gallons of water per flush, you would save 2,410 gallons per year by switching to a HET toilet! If 2000 people switched to HET toilets, in one year they would be able to fill an Olympic sized swimming pool with THE WATER SAVED: 660,430 gallons. If 50% of the 238 million toilets in the US that are high-flow (3.5 gallons per flush or more) were converted to a dual flush toilet, 1.4 trillion gallons of water could be saved per year!

Founded in 1941, Caroma remains the world leader in quality and innovative bathroom products. In 1982, Caroma revolutionized bathroom water conservation by introducing the first dual flush toilet system to the world. By leading the industry with 47 WaterSense labeled toilets, more than any company in the market, and providing water conserving toilet and urinal solutions to residential and commercial markets, the award-winning Caroma products help preserve the world's most valuable resource – water. Combining quality, water saving innovations, aesthetic appeal and superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish designs. Visit Caroma on the web at www.caromausa.com. For additional information, please contact DRS and Associates at 818.981.8210 or www.drsandassociates.com.

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