

To All:

We are sending you public service announcements from Texas leaders promoting water conservation and the use of Texas native and adapted plants, #PledgeToPlantSmart.

The Texas leaders in the PSAs are encouraging Texans to #PledgeToPlantSmart because native and adapted plants are water efficient. These videos are not endorsements for a particular entity or city. The PSAs are aimed at encouraging residents to become more water wise through the non-profits: www.wateriq.org and www.watermyyard.org.

These PSAs can also be linked from the You Tube page below:

- George P. Bush: https://www.youtube.com/watch?v=Y_SowiYrksg
- Luci Baines Johnson: <https://www.youtube.com/watch?v=bXmOvwyn80A>
- Nolan Ryan: <https://www.youtube.com/watch?v=qC7d9ldnir0>
- Jeff Banister and Pat Green: <https://www.youtube.com/watch?v=sE8k-oB9V54>

You may also download each video file from the NTMWD File Cloud by clicking this folder link: <https://filecloud.ntmwd.com/HTCOMNET/Handlers/AnonymousDownload.ashx?folder=17540b6f>

Please join in the effort to share #PledgeToPlantSmart through social media outlets, news and TV channels, website placement, inclusion in an e-newsletter, or other areas where you can communicate the value of planting Texas native and adapted plants and using water wisely.

Denise Hickey

Water Resource Program and Public Education Manager

PO Box 2408 | 501 East Brown Street | Wylie, Texas 75098

P: 972.442.5405 | F: 972.295.6440 | C: 972.670.2711 | Direct: 469.626.4306

dhickey@ntmwd.com | www.ntmwd.com



Water4Otter | <http://www.water4otter.org/>

North Texas Water IQ | <http://www.northtexaswateriq.org/>

WaterMyYard | <http://watermyyard.org/>

Facebook | <https://www.facebook.com/NTMWD/>

