



**Media Alert:
September 16, 2008**

The Inland Empire Utilities Agency Kicks-off its Automatic Water Softener Removal Rebate Program

Inland Empire – On Monday, September 22, 2008, Chino Basin leaders will join the Inland Empire Utilities Agency (IEUA) for a kick-off event for its Automatic Water Softener Removal Program.

The event will be held at the Cucamonga Valley Water District located at 10440 Ashford Street, Rancho Cucamonga, California beginning at 10:00 a.m.

In an effort to rid the Inland Empire of harmful automatic water softeners, the Inland Empire Utilities Agency (IEUA), in partnership with its local water providers and the Metropolitan Water District of Southern California has launched a new rebate program offering residents between \$300 and \$2,000 to remove their automatic water softeners. Automatic water softeners are water conditioning systems to which salt is added by the homeowner which consequently releases a salty waste into the sewer system.

“IEUA is asking our residents to help protect our water quality by removing harmful automatic water softeners from their homes,” said Wyatt Troxel, IEUA Board President. “The automatic water softener rebate program provides money back to residents who have invested in a water softener, while ensuring our recycled water projects are protected for the future, which is a win-win situation for customers and the environment.”

After water is used in homes it goes down the drain, ending up in the city sewer system and from there it flows to one of IEUA’s treatment plants. Although wastewater is thoroughly treated before it is discharged, the treatment process does not remove salt. If the salt levels in the sewer system do not decrease, IEUA will need to add additional treatment equipment at each of its treatment plants which is very costly and would significantly increase sewer bills.

“Recycled water use is vital to our community’s future,” said Troxel. “IEUA and its local water agencies hope the rebate will encourage residents to discontinue the use of salt or potassium-based water softeners, that produce a salty waste jeopardizing IEUA’s recycled water efforts aimed to ensure the community has a reliable water source for the future,” continued Troxel.

To qualify for the rebate program, automatic water softener units must currently be hooked up and in working condition in a house, multiplex, condominium, apartment, or mobile home that is located in the IEUA service area and connected to the sewer. Residents can submit a *Statement of Interest* application form with proof of purchase of the water softener and IEUA will send a letter presenting the rebate offer based on the make, model and age of the unit.

“We hope our residents will participate in this program to protect our water and will take advantage of this rebate program and remove their automatic water softeners quickly,” added Troxel.

Alternatives to automatic water softeners include the use of salt-free water conditioning techniques that are not harmful to IEUA’s recycled water efforts. Residents can easily identify replacement systems by visiting the Los Angeles County Sanitation Districts website at www.lacsd.org/chloride for information on more than 50 products and peer reviews.

The rebate is offered to those residing in the cities of Chino, Chino Hills, Fontana, Montclair, Ontario, Rancho Cucamonga, Upland, and the Monte Vista and Cucamonga Valley Water Districts. The rebate also includes free disconnection and disposal of the automatic water softener by a licensed plumber.

What: Automatic Water Softener Removal Rebate Kick-off Event

Where: Cucamonga Valley Water District
10440 Ashford Street
Rancho Cucamonga, CA 91730

When: Monday, September 22, 2008 at 10:00 a.m.

There will be an opportunity for photos and interviews.

Contact:
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