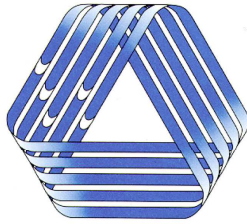


Media Release



Helix Water District

For Immediate Release

#07-09-12-01

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Helix offers new artificial turf incentive for homeowners \$1.00 per square foot rebate is first of its kind in San Diego County

La Mesa, CA – Helix Water District is offering a new incentive to help homeowners conserve water outdoors. Single-family customers of this East County water agency are now eligible to apply for an Artificial Turf Rebate worth up to \$1.00 per square foot.

Under San Diego's current dry-year conditions, this important new program will save thousands of gallons of water. One square foot of grass in Southern California uses approximately 46 gallons of water per year.

The program marks the first time a San Diego County water agency has offered an artificial turf incentive to single-family residential customers. The program began September 10, 2007, just two months after the Metropolitan Water District of Southern California announced it would offer a first-ever incentive for artificial turf.

The program is open to homeowners who wish to replace existing, appropriately watered, botanical turf grass with artificial turf. All sites must be pre-qualified to participate.

Currently, a \$1.00 per square foot rebate is available for up to 1,000 square feet of artificial turf installed. Funds are available on a first come, first served basis. The program is funded by the Metropolitan Water District of Southern California, San Diego County Water Authority, and Helix Water District.

A sample installation of artificial turf is available for public viewing at the District's Administrative office at 7811 University Ave. in La Mesa, 91941. Artificial turf is also installed at The Water Conservation Garden at Cuyamaca College, 12122 Cuyamaca College Drive West, El Cajon, 92019.

For more information about the Residential Artificial Turf Rebate Program, call (619) 667-6202 or e-mail conserve@helixwater.org. Rebate application forms are available online at: www.hwd.com/conserve.

Commercial, multi-family and public sites are eligible to apply for a \$0.50 per square foot artificial turf rebate through the San Diego County Water Authority. That application form is also available at: www.hwd.com/conserve.

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