

City of Dallas News Release

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City of Dallas

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FOR MORE INFORMATION CONTACT:
Yvonne Dupré (214) 671-9276 or
Emily Graham (214) 224-8438

Dallas Water Utilities Announces Video Contest Winner and Runners-Up; *Dallas ISD students prove Dallas water supply really is "All in a Drop"*

DALLAS – D'Andre Brothers, a seventh grader at WH Atwell Law Academy, was named winner of the "It's All in a Drop" YouTube video contest with a creative two-minute rap video about water conservation; the announcement was made today by the City of Dallas Water Utilities (DWU).

As the first-place winner, he received an Apple iPod touch along with a special appearance from WFAA Chief Meteorologist, Pete Delkus on Thursday, May 29 at 2 p.m. during a school-wide pep rally at WH Atwell Law Academy.

First-place winner Brothers is joined by three runners-up to round out the contest finalists: Lucia Ortega of Harold Wendell Lang Sr. Middle School, Brittany Wright of Billy Earl Dade Middle Learning Center and Barry Ford of Thomas A. Edison Middle Learning Center. Each runner-up will receive a personally engraved Apple iPod shuffle.

Designed to take water conservation into the digital age, the "It's All in a Drop" Video Contest tasked seventh grade Dallas ISD students from four schools to write, produce and star in short videos featuring outdoor and indoor Water-Wise tips. To encourage peer-to-peer dialogue, DWU created a *Save Dallas Water* forum on the popular Web video sharing site, YouTube, where students could view, vote and discuss their video entries. Contest entries were diverse and creative ranging from dancers and singers to anime cartoons and vignettes.

Brothers' winning entry details his experiences one morning as he encounters water left running at a bathroom sink. Clever two-line rhymes were weaved with Water-Wise tips to emphasize the importance of water conservation, "the earth can't do it by itself, that's why humans have to help," he raps. The most definitive statement was in his closing thought, "or the earth will end up in a water drought...so you better check your spout."

Nearly 4,000 views and votes were tabulated to determine the finalists. In addition to number of student views, videos were judged by educational criteria related to the Water-Wise tips used in each video. The online voting component not only encouraged students to view all videos, but it also proved to be a dual lesson in civics and technology for participating students with the voting, uploading and viewing of videos in an interactive space.

The "It's All in a Drop" video contest builds on the popularity of interactive media and enlists youth in DWU's efforts to *Save Dallas Water*. D'Andre's entry fully embodied our goals in creating the contest and we are thrilled to see the creativity and originality Dallas ISD seventh graders put forth to encourage water conservation among their peers and within their communities," said Carole Davis, DWU conservation program manager.

The contest kicked off on Wednesday, April 23 with pep rallies at each school. More than 1,000 students, faculty and staff had the opportunity to meet DWU's official mascot, Dew, learn about the benefits of water conservation and hear contest details. Students were also introduced to Dew's new Web pages on MySpace (www.myspace.com/savedallaswater) and Facebook (profile name: Dew Drop, at www.facebook.com) where they can add him as a friend, see his many interests and access information about water conservation.

"By 2050, 25 percent of the City's water supply will need to come from conservation and reuse," Davis said. "We must save water today to have enough for tomorrow; this contest reminds our children that the future of Dallas water is in their hands."

For more information on DWU, go to www.savedallaswater.com. You may view all finalist videos on wfaa.com, dallasnews.com and www.youtube.com/group/SaveDallasWater.

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About City of Dallas Water Utilities City of Dallas Water Utilities and its Save Dallas Water campaign strives to raise awareness about water conservation by providing residents with facts and information to encourage conservation at all levels of our community. The main goals of the Water Conservation Program are to extend the life of existing water supplies, reduce water waste and per capita consumption. To find out more, visit www.savedallaswater.com.