



For Immediate Release

September 30th, 2008

Diane Daly, Water CASA

(520) 626-2678

Water CASA, Conservation Will Take Center Stage at SAHBA Home Show

***October's "Water CASA Conservation Showcase" to Wow
30,000 Attendees with Bold New Ways to Save Water & Energy***

TUCSON, AZ (September 30th, 2008) A showerhead that tells you when the water is hot, tanks that collect rainwater *and* beautify your landscape, and an earth-friendly magic potion that can cut evaporation from your pool in half, will be on display at the "Water CASA Conservation Showcase" at the October 10-12 SAHBA Home Show.

The SAHBA Home Show is a biannual event at the Tucson Convention Center where the Water CASA "Showcase" will be featured this season. "The Water CASA Conservation Showcase brings together many of this Home Show's most environmentally-focused exhibitors," explains Water CASA Director, Val Little. "During a season in which much of the development industry is languishing, these merchants skirt that trend by offering products and practices that significantly cut homeowners' costs while comforting their consciences."

The majority of "Water CASA Conservation Showcase" exhibitors will be in the 1600 block of Exhibit Hall A during the show. These grouped exhibitors will include EcoBlue and Sunstate Sales, Evolve Showerheads, Ewing Irrigation and Irritrol, Oasis Rainwater Harvesting, Turf Tek, and Water CASA, sponsor of the Showcase (which is also funded by a grant from the Central Arizona Groundwater Replenishment District.) Three more Showcase exhibitors—Patio Pools, the Solar Store, and Southern Arizona Rain Gutters—will be located elsewhere in the Convention Center, but will participate in Showcase activities.