



**For Immediate Release:**

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**Informational Website Link:**

[www.madisonwater.org](http://www.madisonwater.org), <http://www.cityofmadison.com/water/inTheHome/toiletRebate.cfm>

**Madison Water Utility renews Toilet Rebate Program for 2014**

Madison Water Utility is pleased to announce the renewal of our Toilet Rebate Program for 2014 - part of our overall Water Conservation & Sustainability Plan.

Customers can receive a rebate of up to \$100 if they replace older, large-volume toilets with new, high-efficiency ones that use no more than 1.28 gallons per flush and have been endorsed by the EPA's WaterSense Program. The Utility has set aside \$250,000 in our 2014 budget to pay for the rebates.

So far this year, Madison Water Utility has helped more than 1800 customers buy water-efficient toilets, saving an estimated 6.3 million gallons of water. We estimate more than 100 million gallons have been saved since the program started in 2009. The popular program is an essential part of our "20 by 20" conservation goal to reduce per-capita water use in Madison by 20 percent by the year 2020.

To learn more about the Toilet Rebate Program, you can head to the following link:

<http://www.cityofmadison.com/water/inTheHome/toiletRebate.cfm>