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For Immediate Release

York Region launches bathroom renovation contest

The Duck Knows...how efficient your plumbing fixtures COULD be!

NEWMARKET – The Regional Municipality of York and Lowe’s Home Improvement Warehouse are offering area residents a chance to win all the ingredients of a model, water-efficient bathroom. *The Duck Knows – Rejuvenate Your Bathroom Contest*, running today through June 27th highlights the importance of water-efficient plumbing fixtures.

“The rubber duck is something everyone recognizes,” said York Region Chairman and CEO Bill Fisch. “The Region’s *Water for Tomorrow* program is using the rubber duck to draw attention to bathrooms and how water-efficient fixtures not only save money, they’re good for the environment. And now, they can drag homeowners out of the 1970s’ design-rut.”

The 10-week campaign encourages residents to visit www.theduckknows.ca or www.waterfortomorrow.ca and click *The Duck Knows – Rejuvenate Your Bathroom Contest*.

From there, residents may:

- Fill out the entry form
- Upload photos of their bathroom
- Submit a brief summary describing what they don’t like about their bathroom, how they would like to improve it and how they could improve water efficiency in their bathroom



To be eligible, entries must meet the following criteria:

- Demonstrate the need or desire for bathroom renovation for a non-commercial bathroom within York Region by writing a brief essay describing their bathroom renovation “wish list,” which must be appropriate in content
- Include at least one (1) photograph of the bathroom to be renovated

Entries meeting these criteria will be included in the random draw for a potential winner.

“York Region’s *Water for Tomorrow* program continues to look for unique ways to promote water conservation and empower residents with information required to make sound, environmental choices,” said City of Vaughan Regional Councillor Mario Ferri, Chair of the Region’s Environmental Services Committee. “This is a fun contest promoting the benefits of water-efficient fixtures. Let’s dispense with the avocado-green, water-wasting toilets.”

Complete contest rules and regulations are available online or during regular business hours at the York Region Administrative Centre, Environmental Services reception, 17250 Yonge Street, Newmarket.

Three prizes provided by Lowe’s are available to be won, including a grand prize consisting of a Mirolin tub/shower, shower door kit, vanity, mirrors, medicine cabinet, Price Pfister faucet, tub/shower faucet, dual flush toilet, vanity top and wall sconce, plus a \$1,000 Lowe’s gift card. Total grand prize value is \$4,600 and does not include installation.

For more information on The Regional Municipality of York, please visit www.york.ca

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