

Saving Water One Load at a Time ***Use Local Laundromats To Curb Water Consumption***

Downers Grove, IL (November, 2007) – The drought in the Southeast has residents curbing their water usage, whether by desire or design, under tight water regulations. Many communities and local businesses are struggling to find additional water-saving tips with much-needed rain on an unknown horizon.

The Coin Laundry Association (CLA) recommends using local Laundromats instead of home washing machines during water-starved times. Consider the following facts:

- *The average home washing machine typically uses 30 to 40 gallons of water per wash load; whereas*
- *High-efficiency, commercial washers found in self-service laundries typically use half the amount of water, saving on energy and water while producing cleaner clothes.*
- *The typical household washes 400 loads of laundry a year; instead*
- *By using a local Laundromat, you could save your community millions of gallons of water annually.*

“We understand the harsh conditions the drought is causing for people in the Southeast,” says Brian Wallace, chief executive officer for CLA. “Using your local Laundromat will help curb your water usage during these restrictions, benefit your community and cut down on the time you spend doing laundry.”

When combined with other water conservation tactics, the benefits of using a local Laundromat are numerous. “We can’t change the weather,” continues Wallace, “but we can support local businesses and do our part to help conserve water.”

Today’s coin laundries feature several ancillary services, including laundry drop-off services that allow customers to drop their laundry off and pick it up the next day washed, dried and folded. Visit www.coinlaundry.org and use the Laundry Locator to find a water-saving Laundromat near you.

###

Established in 1960, the Coin Laundry Association (CLA – www.coinlaundry.org) is a not-for-profit trade organization. From store owners to washer and dryer manufacturers and distributors, CLA boasts membership in all segments of the coin laundry business. Its mission is to provide education and service to the industry's entrepreneurs, protect their business interests and promote public awareness of the industry's exemplary services.