



For Immediate Release:
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West Basin's NEW Ocean-Safe Car Wash Program Offers Customer Discounts at Local Water Recycling Car Washes

CARSON, Calif. -- West Basin Municipal Water District (West Basin) has begun an Ocean-Safe Car Wash Program that encourages drivers to use commercial car wash facilities that recirculate water. This program was created for the dual purposes of rewarding customers who are saving water and reducing runoff while promoting businesses that recycle water.

Participating car washes thus far include Hermosa Beach Hand Car Wash, The Bubble Machine Car Wash in Culver City, and Gardena Car Wash, whose discount coupons are available for download at www.westbasin.org. Water recycling car washes within West Basin's service area are encouraged to contact West Basin's program manager Elise Goldman at 310-660-6253.

Washing a car in front of one's home using a hose and a bucket can take up to 100 gallons of drinking water and sends runoff and pollution to local beaches and oceans. According to International Car Wash Association studies, full-service car washes nationwide use an average of 15 to 45 gallons of water per vehicle or 55%-85% less than the amount of water used to wash a car at home. The surveys looked at full service car washes as well as self-serve.

"The Ocean-Safe Car Wash program is a tool for local car washes to market themselves as environmentally-responsible businesses," said West Basin Board President Donald L. Dear. "It also allows residents to save money and be more water efficient, reducing runoff and making us less dependent on imported water," Dear said.

The Ocean-Safe Car Wash Program is part of West Basin's Water Reliability 2020 program, with a goal to reduce our dependence on imported water in half by the year 2020. This will be achieved by doubling conservation, doubling water recycling, and adding a small amount of desalinated ocean-water to West Basin's water supply portfolio. The car wash program will help West Basin move toward increasing conservation from 3 billion gallons saved to 6 billion.

Car washes in the following cities may be eligible to work with West Basin through the Ocean-Safe Car Wash program: Carson, Culver City, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Malibu, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Topanga, Torrance, West Hollywood, and unincorporated areas in Los Angeles County listed on West Basin's website.

To verify whether your business is located within the West Basin service area, visit www.westbasin.org and click on the "Find your water supplier" button. Once in the mapping feature, type in your address to find out whether your property is within the service area.

To download your Ocean-Safe Car Wash coupon, visit www.westbasin.org.

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