

**MEDIA RELEASE**  
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**Grundfos Pumps joins forces with Keep Australia Beautiful to tackle water conservation**

Adelaide-based Grundfos Pumps has joined with Keep Australia Beautiful to help all Australians achieve improvements in water conservation.

The partnership is based on sponsorship of the Water Conservation category of both the Tidy Towns and Sustainable Cities Awards at a national and state/territory level. These awards identify, acknowledge and promote examples of excellence in local environmental initiatives. Finalists and winners of the awards will help provide best practice case studies and benchmarks that other local communities across Australia can utilise to address water shortages and restrictions.

Steen Jensen, Managing Director of Grundfos Pumps Australia, announced the national partnership at the 2007 Australian Sustainable Cities Awards held in Canberra recently. The Water Conservation category winner at those awards was Port Augusta in South Australia, which was recognised for innovations such as subsurface irrigation and water recycling.

“As a world leading pump and pumping systems manufacturer, Grundfos recognises Australia is faced with a number of social, economic and climatic challenges. At Grundfos, we feel that the company should play an active part in responding to some of these serious problems through products, competencies and other resources. In addition, our network of Dealers will also be closely involved in supporting the program,” said Grundfos National Marketing Manager, Tiffany Bermingham.

KAB National Chairman, Don Chambers, welcomes the new partnership adding, “We have wonderful heritage with Tidy Towns being so strongly supported in the bush and an exciting new national program with Sustainable Cities for urban areas. This partnership makes the most of the fact that our programs are taking place on the ground everywhere, 365 days a year, and helps all Australians address one of our most urgent environmental issues...water management.”

Over the coming year the partnership will be implemented on a national and state level. Working together, Grundfos, its Dealer network and the Keep Australia Beautiful Network can now link activities to jointly provide a clear, concise and consistent water conservation message to the community and help deliver a sustainable Australian environment for generations to come.

Further information about the KAB Network and the Tidy Towns and Sustainable Cities Awards can be found at [www.kab.org.au](http://www.kab.org.au)

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