



# Media Advisory

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## **Water Expert Embarks on Texas Tour to Push Efficient Approach Improving Efficiency Cheaper, Easier, Faster than New Reservoirs, Dams**

Efficiency, conservation, and smart planning can go a long way to ensure Texas and other Southwest states have reliable supplies of water for the future. That's the core message that water expert, Dr. Peter H. Gleick, is delivering in a series of talks to be given in Dallas, Houston, Austin and New Braunfels, Texas in early October.

**What:** Water expert Dr. Peter H. Gleick will make the case for a smarter, more efficient approach to water supply that uses a combination of technology, regulation, and economics to reduce water use without sacrificing our quality of life. He will also address the global water crisis and the proper role of the United States in helping stem the terrible death toll from water-related diseases.

**Who:** Dr. Peter H. Gleick is co-founder and President of the Pacific Institute. Dubbed a "visionary on the environment" by the BBC in 2001, he is the author of *The World's Water* published by Island Press. Gleick serves on the boards of numerous journals and organizations; in 2001 he was appointed to the Water Science and Technology Board of the National Academy of Sciences. More bio info online at: <http://www.pacinst.org/gleick>

**Where and When:** Public events for October 9-14 are listed below:

- Thursday, October 9, 12:00-1:30pm in Dallas: *Water in the West: New Solutions to Old Problems* (Cityplace Conference Center, 2711 N. Haskell @ US-75)
- Thursday, October 9, 6:00-8:00pm in Dallas: *Global Water: Crisis and Opportunity* (Dallas Institute of Humanities and Culture, 2719 Routh St.)
- Friday, October 10, all day in Austin; contact us for interview availability.
- Saturday, October 11, 9:15-10:00am in New Braunfels: *Meeting Future Needs for Water: New Approaches* (S. Central Texas Regional Water Conference, Guadalupe Telephone Co-op Building 36101 FM 3159)
- Tuesday, October 14, 2003, 8:30 am – 5:30 pm in Houston: Morning keynote presentation on *The Value of Water: New Thinking for the 21<sup>st</sup> Century* (2003 ICAST Water Forum, Hyatt Regency Hotel)

Interested media can contact Nicholas L. Cain, Communications Director at 510-251-1600 or via email at [ncain@pacinst.org](mailto:ncain@pacinst.org) to set up an interview before, during, or after this trip. Advisory and related materials are online at: <http://www.pacinst.org/texas>

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