

NY News Contact: Steve Cooper  
516/623-7615  
PPI News Contact: Dana Gecker  
469/499-1048

## PLASTICS PIPE INSTITUTE ANNOUNCES

### EDUCATIONAL AWARENESS CAMPAIGN DIRECTED AT NATION'S MAYORS

Heroic Measures Require Heroic Actions; Mayors Seen as Frontline Heroes

IRVING, TX – Feb. 12, 2008 -- To draw attention to the practical and cost-effective solution of using high density polyethylene (HDPE) pipe for fixing the country's crumbling infrastructure, the Plastics Pipe Institute (PPI), a non-profit advocacy for the plastic piping industry, has initiated a new educational awareness campaign.

Illustrating how mayors and other responsibly-minded municipal staff members are saving communities from costly and potentially dangerous failing pipelines while reducing capital expenditures, the "Be A Hero - Building Community" campaign focuses on the features and benefits of pipe made from HDPE for potable water, sewer and storm water drainage systems, natural gas lines and fiber optic cable runs.

PPI kicked off the campaign in January, placing ads in the U. S. MAYORS' NEWSPAPER, the official publication of the United States Conference of Mayors (USCM) and shared its message at the USCM's 76<sup>th</sup> annual meeting held in Washington, D.C., January 23 – 25. The USCM is the official nonpartisan organization of cities with populations of 30,000 or more. There are 1,139 such cities in the country today.

-more-

“We undertook this dramatic initiative to call attention to HDPE pipe as the right infrastructure solution because there is a dire need in this country to replace underground systems that are disintegrating,” explained Tony Radoszewski, executive director of the PPI. “HDPE pipe provides a variety of economical and environmental benefits while enabling communities to reallocate budgets toward other city demands like hiring more firefighters, police officers and other first-responders. We believe mayors around the country must lead these efforts; and PPI believes the USCM forum provides the best doorway to educational opportunities with city leaders.”

The USCM has published an action agenda titled *“Strong Cities, Strong Families for a Strong America”* for the purpose of bringing attention in the US Congress to the top ten issues facing today’s cities. One of the top objectives is the rebuilding and modernization of America’s infrastructure. The document references this critical issue by calling it an “escalating infrastructure crisis that is jeopardizing America’s prosperity”.

“We have to make our country’s leaders aware that there is a better solution in HDPE pipe vs. traditional pipe materials, and it’s readily available,” Radoszewski stated. “HDPE with its resistance to corrosion and its leak-free joints translates to long-term reliable clean water and conservation of a most-precious natural resource. HDPE pipe is a cost-effective and environmentally-conscious alternative to older and less “green” pipe system options. HDPE can make heroes of everyone involved in providing safe, dependable and reliable buried-asset systems.”

One of the keynote presentations at the recent USCM meeting was made by Jim Hanlon, director, Office of Wastewater Management for the U.S. Environmental Protection Agency (EPA). In talking about Planning for Water Supply in a Stressed Environment, Hanlon reported to the mayors on the critical need for effective water management.

According to Radoszewski, "One obvious solution is to have a leak-proof water system. Hundreds of thousands of gallons of water are wasted every day due to cracked and corroded pipes, and sections of pipe that were not properly aligned or have come apart. Water utilities live with an accepted leak rate average of 13 percent. And a study by the International Water Supply Association found that 20 to 30 percent of water never reaches its destination. As Mr. Hanlon and the mayors know, this is no longer acceptable. It's similar to heating oil. When we paid 19 cents a gallon, no one cared about drafts and aluminum windows that would convey heat to the outdoors. But now that we are paying \$3.25 plus a gallon, we insist upon new technologies that provide a high R value, like tightly fitting and insulated windows. The old way is no longer tolerable.

"The same situation prevails with water. It's too costly to waste, some places in this country are running out of it, and there are better materials and products available today. That is exactly why many cities and towns are revitalizing their systems with HDPE pipe.

"The Mayor of Cascade, Idaho did exactly that," Radoszewski continued. "This small city took up the mantle and put forth a plan to replace the mishmash of concrete, steel and cast iron pipe with HDPE pipe. Why? Favorable cost. Superior performance. Ease of installation. Secure lines that won't leak. And savings. Not just for the initial installation and materials, but huge projected savings over decades of dependable service. No longer will the citizens of Cascade have to pay for water lost from cracked pipes. And that will be a big savings for taxpayers. In 1993, for every 1,000 gallons of water, it cost 73 cents. In 2007, it was \$2.50.

"Mayors, just like R. W. Carter in Cascade, are heroes in their communities because they champion a plan to correct problem water systems and secure infrastructure for generations to come.

“Since the 1950s, the Plastics Pipe Institute has been providing impartial assistance to mayors, public works officials, engineers, contractors and all the other professionals involved in saving cities and towns. We want to expand the base of heroes with whom we work,” Radoszewski concluded.

It is PPI’s charter to furnish accurate, unbiased information, facts and guidelines about plastic piping systems. PPI makes available a library of knowledge and resources, sharing data, expert articles and analyses which have been relied upon for nearly 60 years. For additional information, contact Mr. Radoszewski or the Plastics Pipe Institute at 469/499-1044.

The Plastics Pipe Institute, Inc. is a Texas-based, not-for-profit organization founded in 1950. It is the major trade association representing all segments of the plastic piping industry and provides educational sessions, materials and expert testimonials. For additional information about PPI’s programs, go to: [www.plasticpipe.org](http://www.plasticpipe.org).

# # #



WASHINGTON, D.C. -- Telling the nation’s mayors how they can save their city’s infrastructure with cost-effective HDPE pipe at the United States Conference of Mayors in Washington, D.C., January 23-25, were Plastics Pipe Institute representatives Mary Houston of WL Plastics, Donna Stoughton, Charter Plastics and Frank Lopez, HD Supply Waterworks. The Honorable Bill Whitfield, Mayor of McKinney, Texas, second from left, received PPI’s latest, impartial information. (Photo by PPI)