


ValleyCrest Wins IA Award for Promotion of Smart Irrigation



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ValleyCrest Landscape Companies has been selected as the winner of the Irrigation Association's third-annual Smart Marketing Award in the contractor category. The award recognizes ValleyCrest's industry-leading efforts to promote smart irrigation and water management. 

ValleyCrest Director of Water Management Solutions Richard Restuccia accepted the award at an award ceremony on Nov. 4, 2012, at the Irrigation Association's annual Irrigation Show and Education Conference.

"This is the second time we've received the award and we're really honored. Spreading the word about the importance of water conservation is a cause of extraordinary importance that transcends our industry. This second recognition is a very meaningful acknowledgement of our commitment and persistence," said Restuccia.

ValleyCrest was selected in recognition of its work to promote the month of July as Smart Irrigation Month. Focusing on outreach to homeowners at large master planned communities, local agencies and movers and shakers on Capitol Hill, ValleyCrest launched a robust campaign across several communication channels resulting in over 1 million impressions. Efforts included Twitter chats and tweets on water management tips, blog posts on smart irrigation on www.valleycresttakeson.com and a video series titled "Leadership Perspectives", which interviewed senior executives at commercial office buildings about their water management and sustainability initiatives.

ValleyCrest's efforts also included partnering with Associa, the largest community association in North America, to offer free irrigation assessments to all of its communities and jointly promote Smart Irrigation Month. Additionally, Restuccia, a fierce evangelist for sustainable irrigation

practices, met with legislators on Capitol Hill and at the Irrigation Association's Legislative Conference on federal and local requirements.

Photo: ValleyCrest Director of Water Management Solutions Richard Restuccia accepts the award on November 4 at the IA Irrigation Show and Education Conference.