

May 22, 2013

Utility box transformation tells drinking water story

The big green box that houses water supply equipment on South Alder Street has been transformed into a vibrant visual art display that tells the story of our community water supply. The cartoon-style art visible from the corner of Rockland and South Alder animates the journey water takes on its way from the watershed to our taps.

"These utility boxes are an essential part of our water system, serving a very practical purpose for water delivery, and because of their size, the present a great opportunity to share information," says Councillor Mary Storry. "Large utility boxes are often a target for graffiti, and this box, although it's fairly new, had already been tagged. Adding artwork has a second benefit of deterring vandalism."

The lively artwork at this location was created by local artist and cartoonist, Peter Davies, also known as Pete the Pen.

"The large canvas created the perfect opportunity to create something that is both fun and educational," Davies says. "I'm very pleased with the results, and I hope people in Campbell River will enjoy this art for years to come."

Mayor Walter Jakeway has proclaimed May 20 to 26 Drinking Water Week in Campbell River, and Council members came out to admire and acknowledge the artwork on May 22 as part of Drinking Water Week.

"The vivid images in the artwork encourage us to reflect on all the ways that we use water in our homes and yards as well as the need for adequate supply for fire protection," Councillor Storry adds. "Other aspects of our water supply, like operation and maintenance of the system are illustrated, and the many reasons to protect our watershed and conserve water for its natural and recreational uses are shown in this art, too. I encourage everyone to get out for a walk and enjoy this. It's really fantastic!"

To find out more about Drinking Water Week, visit www.drinkingwaterweek.org. Information about the City's drinking water system can be found at www.campbellriver.ca under Residents/Water.

XXX

Contact: Ron Neufeld, General Manager Operations

250-286-5765

Photo: ***The big box that houses mechanical parts to keep the City's water supply system flowing sports a new look that tells the story of Campbell River's drinking water.***

Background info

- BC residents use an average of 353 litres of water per day but most think they use less than 200 litres. The average Canadian uses 274 litres per day.
- 26% of Canadians have no idea where the water that flows out of their tap comes from.
- Our domestic water consumption can increase up to 50% in the summer months when people are watering their lawns and gardens.
- Only 27% of British Columbians say they don't use their toilet as a convenient garbage bin. Hair, food and dead pests are the most common items being flushed.



- Only 4 in 10 Canadians make the connection between water and electricity, understanding that it requires energy to treat and pump water.
- 65% of all indoor water use occurs in the bathroom. The next highest area of use is laundry, which accounts for 20%, followed by kitchen and drinking (10%) and cleaning (5%).
- Only 13% of British Columbians think there should be major investment now in water treatment, delivery and storm water management systems in their community. 86% think they we only need minor regular investments for upkeep.

Source: BC Water & Waste Association

Peter Davies, illustrator, cartoonist, designer and author specializes in creating images that tell a story.

Originally from the UK where he studied advertising and graphic design, Peter applied his love of illustrating and cartoons to a long and varied career before emigrating to Canada in 2006.

An established, versatile artist, Peter moved to Campbell River in 2010, where he promptly set about involving himself in a wide range of community projects that have included:

- lectures and workshops for children, teens and adults on creating a storybook
- contributing artwork for local festivals and fund raisers
- developing and managing a school commemorative mural project
- receiving an Award of Excellence at the Art Gallery Members Exhibition in 2011
- being instrumental in the staging of the 2012 ArtsFest in Campbell River
- creating marketing and interpretive presentations for the City of Campbell River

As an author, Peter writes and illustrates his own books for children and has recently (2012) been instrumental in the design and publishing of an anthology of North Island writers, to which he also contributed an illustrated story based in Campbell River.
