



## THE GREAT AMERICAN RAIN BARREL

### FOR IMMEDIATE RELEASE

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Waltham, MA March 18th 2020

## **Town Managers across Massachusetts are encouraging residents to conserve water. Sales of Rain Barrels in 2020 were up by 50% from 2019.**

*“We are encouraging residents to use rain barrels because they help the City manage its water resources by reducing runoff, lowering municipal water demands, saving energy at treatment plants, and improving residential storm management. Rain barrels provide homeowners with a supplemental water supply during periods of drought. Homeowners who use rain barrels have decreased their water bills up to 40%. It’s a win-win for the town and the homeowner.”*, Sarah Kelley, Recycling Coordinator, City of Waltham, MA

While COVID may have had a dark side, it also had some upsides in 2020. With more time on their hands, people took up activities they didn’t have time for before the pandemic. Gardening became a form of solace for many in the wake of the pandemic. In 2020, people planted more vegetable and herb gardens than in previous years. According to *Garden Center Magazine’s* Industry Report for 2020, sales from vegetable plants and herbs had increased more than 15% from 2019.<sup>1</sup>

People were thinking more about conserving energy and money as well as ways to be more environmentally conscientious. With erratic weather raging throughout the world, rainfall was unpredictable — at times we had rampant flooding and other times we were in a drought. Sales of rain barrels increased as they offered homeowners with an alternate water supply during periods of drought. Due to Covid, Great American Rain Barrel rolled out fewer programs with Massachusetts cities and towns in 2020, but increased its national sales over 50% from 2019.

A survey conducted by BCG (The Boston Consulting Group) reported that since COVID began, 71% of the people surveyed were extremely concerned about water resource management. Infectious disease and air pollution, were 82% and 72% respectively.<sup>2</sup>



## THE GREAT AMERICAN RAIN BARREL

Many MA communities sold a record-shattering number of barrels this year. Rain barrels are a form of Green Infrastructure (G.I.), by capturing rainfall for productive onsite re-use of the captured rainfall by homeowners. G.I. is important to Wastewater because it helps prevent rainfall from running off properties and entering into the sew system. G.I. is also beneficial to the separate storm water drainage system and to the wetlands resource areas of the cities and towns.”

To find out more about the barrels and participate in The Great American Rain Barrel Program, please visit: [www.greatamericanrainbarrel.com/community/](http://www.greatamericanrainbarrel.com/community/) and select your town. Barrels are offered for \$59 for the first 100 barrels sold, use coupon Waltham2021 **\*Terms:** *Waltham residents only, One per household.* Barrels will be available for pick up on Tuesday May 11th 5:00-7:00pm, at the DPW Yard at 165 Lexington St, Waltham, MA Deadline for purchase is May 4th, Midnight.

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### About the Great American Rain Barrel

The Great American Rain Barrel is a local food importing company that has been repurposing shipping drums into Rain Barrels since 1988. The Great American Rain Barrel Co. has been an approved vendor by the MASS DEP since 2010.

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<sup>1</sup> <https://www.gardencentermag.com/article/2020-vision-state-of-the-industry-report-covid-19-coronavirus/>

<sup>2</sup> <https://www.bcg.com/en-us/publications/2020/pandemic-is-heightening-environmental-awareness>