

# GOLF CORRECTING WATER USAGE IMAGE



Determined to correct the onerous and inaccurate image it has in the water usage area, the game of golf has initiated a nationwide 1982-83 campaign to remove itself from an often pictured villainous role within nature's water cycle.

To identify golf's vital place in the world's water supply cycle, a logo has been developed by a Research Task Force representing the national golf association community.

Man's survival depends on water. Less than one percent of the world's total water supply, 359 quadrillion gallons, can be consumed by man. By the year 2000, the demand on the world's per capita water supply will increase

by 33 percent because of greater population alone. It is imperative that alternative sources of water be identified and that nature's water cycle be understood by all, whether they play golf or not.

Golf Courses and other green areas play a vital role in the water cycle. Turfgrass serves as a filter which removes impurities that would otherwise find their way into our rapidly dwindling ground water supplies. It can also purify recycled water from factories and sewage treatment facilities and return it to underground aquifers.

According to James E. McLoughlin, Executive Director of the Golf Course Superintendents Association of America, "What we are trying to get across is that golf courses recycle water, whether it's by using effluent water or simply by filtering water from natural sources. Golf should be looked on as one of the good guys in this scenario instead of part of the problem."

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