



Protecting What's Important to You

The Sierra Club is teaming up with The Hartford¹ to offer auto and home insurance.

Start Saving



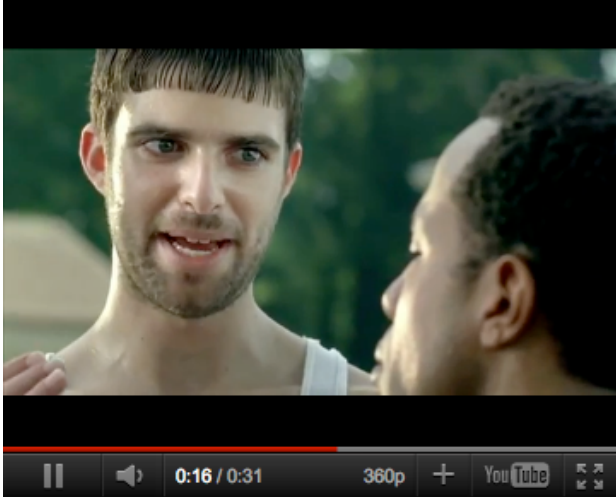


The Green Life

Ideas for living well and doing good from Sierra magazine

August 09, 2011

Wasting Water is Weird



Letting your faucet flow is just weird. That's the concept behind a new PSA series that features the absurdly funny "[Rip the Drip](#)," a greasy, socially awkward guy who appears when people waste water.

Rip — whose bio explains that he "has a proud collection of high-pressure hose nozzles that he uses to perform various dance routines in his driveway" — loves to waste water, and he's looking for friends who share his creepy obsession. After the PSA's stars realize it's not cool to run an empty dishwasher or pretend a bathroom sink is a mini-waterfall, they quickly turn off their faucets, hoses, and dishwashers.

These un-preachy [videos](#) offer a refreshing take on the typical conservation campaign. Interestingly, some of the campaign's [sponsors](#) are companies that sell faucets and spigots. The idea isn't to stop water use entirely, just to be responsible (and not "weird") about it. The campaign's site offers [tips for saving H₂O](#). For more ideas, check out [our water-saving tips](#).


--Della Watson

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