

**MEDIA RELEASE**  
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## **CITYWIDE SUSTAINABLE WATERING TANK SHORTLISTED FOR AUSTRALIAN INDUSTRIAL DESIGN AWARD (AIDA)**

**From a record entry field of 202 the Citywide H2Pod has made the first round shortlist of the Australian International Design Awards (AIDA), competing with products from large national and international corporations including Samsung, Whirlpool, Nissan, LG Electronics and Sunbeam.**

Presented by Standards Australia, AIDA is Australia's premier design assessment program, recognising Australian and international design and innovation excellence.

Citywide commissioned Melbourne based design company Cobalt Niche to create an innovative watering device, designed to help reduce tree stress caused by ongoing drought conditions, by distributing water evenly under the drip-line of the tree. The result – the H2Pod.

Citywide's Executive Group Manager for Sales, Marketing and Commercial, Paul Gilmore explains that a focus on sustainability has made tree preservation a high priority for metropolitan communities, with severe dry conditions often leading to tree decline, pest problems and non-recoverable damage.

"Citywide continues to focus on sustainable water management initiatives, and the H2POD is an excellent example of Citywide's leadership in environmental sustainable solutions for the irrigation of public open spaces."

A significant investment, park and street trees are a practical and aesthetic addition to any landscape and supplemental watering can greatly assist in maintaining tree health during droughts – both during the growing season and during the dormant season.

The H2POD delivers a simple, minimal labour solution to watering. A single unit is capable of providing 500 litres of water over a 48hr period. With this capacity, water and fertilisers can be drip fed with ease. The direct application of water to the root zone of the tree provided it is applied slowly enough to be absorbed by the soil, uses less water and is more efficient than manual watering.

Entries will be judged on six key criteria including innovation, visual/emotional appeal, functionality, quality and manufacture, human factors and environmental sustainability. Finalists will be announced on the 12<sup>th</sup> March, with the winner to be announced at an awards ceremony in Sydney on the 4<sup>th</sup> June 2010.

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