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*****FOR IMMEDIATE RELEASE*****

New Book Offers Ingeniously Simple Strategies To Catch and Upcycle Free Water from the Rain, Street, and Drain...

While Also Harvesting Winter Sun & Summer Shade, Enlivening Neighborhoods, and Building Community

The world's dwindling water resources, droughts, and storms of growing severity have been identified as a global crisis in the making. Despite this context, the average U.S. household uses 30–50 percent of its annual *drinking* water (imported from off-site) exclusively for landscape irrigation. Yet homeowners, neighborhoods, schools, and businesses can replace *nearly all* of that with water derived from three free, sustainable *on-site* sources: rainwater, stormwater runoff, and greywater. Using these sources, water scarcity can be turned into water abundance, floods into harvests, and temperature extremes can be mitigated while saving—or even earning—us money.

The newly revised and expanded 2nd Edition of *Rainwater Harvesting for Drylands and Beyond, Volume 1: Guiding Principles to Welcome Rain into Your Life and Landscape*, shows you how with myriad tools, illustrations, stories, and examples. The book enables you to see and realize the bountiful potential of your site's free on-site resources—beginning with the planting of the rain within simple earthworks or “rain gardens.”

“It costs as little as the price of a shovel to change the topography of your yard and public right-of-way in a way that generates more life by *harvesting* resources rather than *draining* them,” says Lancaster. “The idea is to create bowl-like earthworks—simple landforms such as basins and contour berms—that catch all free, on-site waters (including air conditioner condensate). That water then infiltrates into the soil, rather than running down the storm and sewer drains. Likewise,” Lancaster goes on to note, “we can capture fallen leaves and mulched yard trimmings in these same earthworks—rather than getting rid of this nutrient-rich organic matter—to further build the soil's fertility, water-holding capacity, and ability to filter pollutants and sequester carbon.”

Lancaster's book explains how water and fertility, harvested in the basin-like rain gardens, are in turn accessed by “living pumps” of vegetation in the landscape. Such “pumps” include strategically placed food-bearing trees, which help to shade buildings and streets in summer and let in light and heat in winter. This helps to reduce the “heat-island” effect in cities, decreases the energy needed to heat and cool buildings, and provides home-grown food and community feasts—all while helping replenish and clean local waters and air. Furthermore, the book shows how these rain-irrigated trees can be placed to deflect cold winter winds, while augmenting cooling summer breezes.

Step inside your home or building as you read the book, and you'll learn how window and door choices, placement, retrofits, and sizing, along with roof overhang or awning design and the orientation of the building or its add-on can further enhance the free seasonal harvest or deflection of wind, sun, and shade for dramatic utility savings and greater comfort.

Example stories and strategies include:

- How neighbors are coming together to plant their streetscapes with food-bearing native shade trees irrigated with stormwater runoff harvested from the streets. This has reduced summer temperatures by 10° F (5.5° C), enabled two dozen previously absent species of native songbirds to repopulate the neighborhood, and supported the growth of naturally-sweet mesquite pods that neighbors make \$25 per hour harvesting, milling, and selling as delicious flour at the community's annual mesquite fiesta and chow down.
- How a one-car garage was retrofitted into a naturally/freely heated and cooled cottage, or *garottage*, simply by designing the placement and size of windows, roof overhang, awning, and landscape to passively harvest winter sun, summer shade, and cooling breezes in a way that simultaneously enabled the neighbors to do likewise.
- How an African farmer figured out how to turn an eroded wasteland into an oasis, then taught thousands of others to do the likewise simply by planting the rain.
- How *you* can do the same and more.

Testimonials

"This how-to manual has enough stories, illustrations and simple ideas to inspire even the most unhandy among us."

—Kevin Dahl, Executive Director, Native Seeds/SEARCH

"This book is where to start with environmental restoration... the lessons are universal and useful wherever you live."

—John Todd, Ph.D., President, Ocean Arks International

Videos of Brad's work

Free Water

www.youtube.com/watch?v=4aQrZtG-LVg

American Oasis

www.american-oasis.com/chapters/1

Sun & Shade Harvesting Awning and Roof Overhang

www.youtube.com/watch?v=b0GclK2N17I&feature=c4-overview&list=UUP5WQ3dhl-9q0jty1AC9pA

Brad's other award-winning, best-selling book

Rainwater Harvesting for Drylands and Beyond, Volume 2: Water-Harvesting Earthworks

More information at www.HarvestingRainwater.com