

• DO YOU HAVE A BLUE THUMB?



A Blue Thumb is to water what a green thumb is to plants. If you have a Blue Thumb, you recognize that it is important to use water wisely. There are many ways you can use your Blue Thumb at home, at work, and in between, including:

- Turning off the tap in the bathroom when brushing your teeth or shaving, and in the kitchen while cleaning fruits or vegetables
- Running the dishwasher and washing machine with full loads only
- Periodically checking for leaky faucets and toilets, and then making repairs promptly
- Watering your lawn before 10:00 a.m. and never when it's windy
- Using a shut-off nozzle on your hose

**Don't just go with the flow!
Use water wisely by exercising
your Blue Thumb!**

1-877-24WATER



**Kentucky
American Water**

Water. It's worth using wisely.

**Providing Operations and Management Services to the
Pineville Utilities Commission and Other Kentucky Utilities**

Proposed Sponsorship for Lexington Children's Museum's annual
Museum Go Round
for
Kentucky-American Water Company

"Kentucky-American Stream Table"

The Stream Table is a Museum-supported activity that will be located on Short Street during Museum Go Round. It will be featured as a component of Museum Go Round (MGR) on Saturday, September 20, 2003. The cost of the "Kentucky-American Stream Table" Sponsorship is \$2500 (due August 1).

The Stream Table Sponsorship offers the following opportunities:

- Sponsor signage on the area designated for the Stream Table
- print – Lexington Herald Leader
Chevy Chaser
Lexington Family Magazine
ACE Weekly
in-house promotions
mention/thank you (one time) in Museum newsletter mailed to approx. 3500
direct mail postcards
map/directory for event
- radio – LM Communications (MGR Sponsor)
ten MGR promotional radio spots with LM's variety of stations
- Sponsor opportunity to bring support volunteers, logo balloons, or other logo give-aways
- One transferable Family Membership to the Lexington Children's Museum
- One three-hour Museum Rental

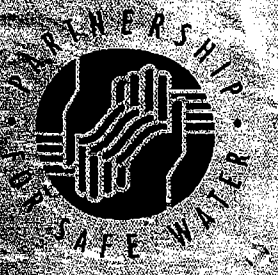
Sponsor to provide:


camera-ready logo for use in promotional materials
signage or banners for use at designated area
optional: volunteers and/or give-aways (balloons, keychains, t-shirts, etc.)

3

NEEDS SWIMMING NEEDS SWIMMING

AND CONVENIENTLY AVAILABLE
FROM YOUR KITCHEN FAUCET.



 **Kentucky
American Water**

P.O. BOX 1457
LEXINGTON, KY

4 588

KY AMERICAN WATER CO.
23 RICHMOND ROAD
LEXINGTON, KY
BARBARA BROWN
4 5 2



REPRESENTATIVE

CARPENTER

ADVERTISER

KY AMERICAN WATER CO. KY AMERICAN WATER

ORDER TYPE
AGENCY ESTIMATE NO.

REVISION - 7

INVOICE NUMBER

INV# 8732-4

BROADCAST MONTH

7/1-7/27/03

SCHEDULE DATES

BILLING PERIOD

5/14-8/2/03

IRREGULAR

SCH CHG
#4
1 of 5
Pd 8/19

15 SCH CHG

SCHEDULE				SCHEDULE COST FOR THIS BILLING PERIOD				ACTUAL BROADCAST				RECONCILIATION										
M	TU	W	TH	F	SA	SU	RATE	NO	DATES	DAY	TIME	MIN	SEC	TYPE	M/G	FOR	COPY NUMBER	RATE	DEBIT	CREDIT	REMARKS	
X							15.00	4	7/9	WE	1224P	30					WATER #2 TIPS	15.00				
									7/16	WE	1215P	30					WATER #4 TIPS	15.00				
									7/23	WE	1221P	30					WATER #2 TIPS	15.00				
									7/2	WE												
X							425.00	4	7/2	WE	546P	30					WATER #1 TIPS	425.00				
									7/9	WE	54P	30					WATER #3 TIPS	425.00				
									7/16	WE	546P	30					WATER #1 TIPS	425.00				
									7/23	WE	541P	30					WATER #3 TIPS	425.00				
									7/9	WE	1217P	5					BLOOM- BERG BB					
X									7/16	WE	1217P	5					BLOOM- BERG BB					
									7/23	WE	1219P	5					BLOOM- BERG BB					
									7/2	WE												
									7/2	WE	552P	5					BLOOM- BERG BB					
X									7/9	WE	547P	5					BLOOM- BERG BB					
									7/2	WE	553P	5					BLOOM- BERG BB					
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INVOICE												ACTUAL GROSS BILLING		AGENCY COMMISSION		NET DUE		SUB-TOTALS		RECONCILIATION		

KAW_R_LFCDR1#45 attachment2_062504
Page 4 of 30
SCH CHG #4
1 of 5
Pd 8/19

#4
2015

ALEX-TV



P.O. BOX 1457
LEXINGTON, KY 40508

REMIT TO

KY AMERICAN WATER CO.
23 RICHMOND ROAD
LEXINGTON, KY
BARBARA BROWN + 5 2

REPRESENTATIVE SALES PERSON
CARPENTER
ADVERTISER PRODUCT
KY AMERICAN WATER CO. KY AMERICAN WATER

ORDER TYPE
REVISION-- 7
INVOICE NUMBER
INV# 8732-4 7/1-11/11
SCHEDULE DATES
5/14- 8/2 / 3
INVOICE DATE

M	TU	W	TH	F	SA	SU	SCHEDULE TIME	RATE	NO.	DATES	DAY	TIME	ACTUAL BROADCAST		M/G FOR	COPY NUMBER	RATE	DEBIT	CREDIT	
													MIN	SEC						
							7/23 WE 552P			7/23 WE	552P	5	BLOOM- BERG BB							
<p>Approved to pay \$2,150 Acct # 120121.575030.16 EX 1200015 Window # 12000581 Approved <u>Barbara Brown</u> Conservation initiatives 8/11/13</p>																				
TIMES SHOWN ARE WITHIN 5 MIN OF ACTUAL BROADCAST													AGENCY COMMISSION		NET DUE					
SCHEDULE COST FOR THIS BILLING PERIOD													2,150		2,150					

INVOICE / ADVERT

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, ON REQUEST, FOR INSPECTION BY ADVERTISER OR AGENCY.



Kentucky-American Water Company

Conservation Tips

4
30FS

1. Is it possible your toilet has a secret leak? You can test it by putting 10 drops of food coloring in the tank. Don't flush for 15 minutes. If the colored water shows up in the bowl, the tank is leaking.
2. Some people thoughtlessly flush away tissues and other bits of trash in the toilet. Using a wastebasket instead, will save all those gallons of water that otherwise go wastefully down the drain.
3. If you have an older model toilet, fill a plastic bag or container with water, seal it, and place it in your toilet tank to help decrease the amount of water you use each time you flush.
4. Have you ever heard of showering "The Navy Way"? Because fresh water is relatively scarce on ships, sailors were taught to just get wet, and then turn off the shower while soaping and scrubbing, and turn it on again briefly to rinse off. It's a great water conservation technique.
5. Remember the "Rule of Five": Take five-minute showers and use no more than five inches of water in the tub.
6. You can use just one less gallon of water per shower by keeping the shower pressure lower or by making your showers a few seconds shorter.
7. Don't let the water run when you brush your teeth, when washing your face, or when shaving. Most of it will be wasted. Just take what you need and save the rest.
8. Water heaters often are set at 140 degrees. You can save energy by turning the temperature on you water heater down to 130 degrees. Don't go any lower because some harmful bacteria could survive.
9. Fill your dishwasher full because it will use the same amount of water for a normal cycle, whether it contains a full load of dishes or just a few items.
10. There's really no need to fully wash dishes before loading in the dishwasher. Just scrape off food scraps and rinse.
11. Stopper the sink when you wash dishes by hand; and when you're finished, turn on the garbage disposal as you pull the plug.
12. If your soap does not have phosphates, you may be able to recycle rinse water to give your plants a drink.
13. If you like to rinse off vegetables and fruits, stopper the sink instead of using running water, and you can recycle that water.
14. To determine which is more water efficient, washing dishes in an automatic dishwasher or doing them by hand in the sink by testing how many gallons a full sink basin holds compared with the 9.5 to 12 gallons dishwashing machines use during a regular cycle.
15. Instead of letting the water run in the sink when you want a cool drink, keep a jug or pitcher cooling in the refrigerator.
16. Check every faucet in the house for leaks. A single dripping faucet can waste far more water in a single day than one person needs for drinking in an entire week.
17. Check the water taps in your home to see if they all have aerators or spray taps. An aerator mixes air with the water, which not only cuts the flow but reduces splashing. The spray tap is similar, but also can swing from side to side like a tiny showerhead.
18. Select the appropriate water level for the size of your load of laundry. Most washers now offer preset water levels for small, medium, and large loads. Use full loads whenever possible.

19. Here's a two-for-one idea if you have a fish tank in the house. When you clean the tank, use the dirty water on your houseplants. It's rich in nitrogen and phosphorous, which gives you a nice fertilizer while you use the same water twice.
20. Know where your shut-off valve is. If emergency leak repairs are needed, quickly locating and shutting off your valve will prevent flooding and water waste.

#4 4 of 5

Gallons of Water Used for Daily Activities

Activity	Amount of Water Used (approximately)
Shower	20-50 gallons (5 to 10-minute shower)
Tub bath	36 gallons (full)
Brushing teeth with water running	2 gallons
Washing dishes	10-20 gallons (automatic dishwasher) 20 gallons (in sink, tap running)
Washing clothes	30-60 gallons/load
Flushing toilet	5-7 gallons/flush (New, efficient models installed in homes after January 1, 1994, may use as little as 1.5 gallons per flush)
Shaving with water running	3 gallons
Drinking and cooking	1.5 gallons

National Averages:

- Average person uses 72.5 gallons per day*
- Average person uses 1.5 gallons per day for drinking and cooking
- Average person drinks 2 quarts per day
- Average pet drinks 2 quarts per day

*Average daily usage for Lexington resident: 80-85 gallons per day

How Much Can You Save?

The average person in Lexington uses 80-85 gallons per day. This increases to about 120-130 gallons per person per day in the summer. Although a lot of this is due to outside watering, some is due to bathing more frequently, doing laundry more frequently, letting the water run to a cooler temperature for drinking, etc.

Ways To Save Water

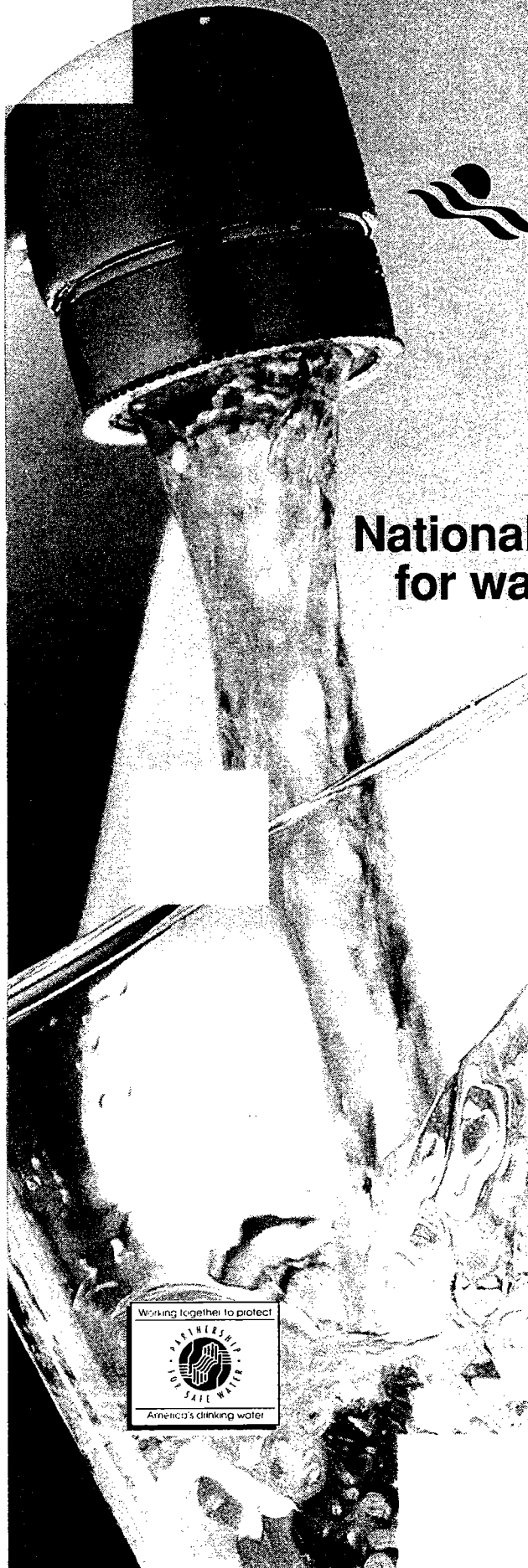
Activity	Amount of Water Saved
Eliminating one minute off your shower (or turning it off while you lather up). Tip: Use an oven timer to be sure you know when your time in the shower is up.	3-7 gallons per person. (For a family of four, that is an average savings of 20 gallons per day!)
Put some sand in the bottom of an empty 20 oz soda bottle, fill with water, screw lid on tightly, and slip in your toilet tank. Tip: If there is room for a liter bottle, it will save 5.5 gallons per day.	3-5 gallons of water per day. (For a family of our, this will save 3.5 gallons of water per day.)
Fill a small glass with water, dip your toothbrush in it to	2 gallons per day for a family of four.

wet the brush, use some of the water to rinse your teeth after brushing and the rest to rinse the brush.	
Keep a jug of water in the refrigerator for drinking rather than letting the water run until the water is cool.	2-5 gallons per day.
Use a dishwasher rather than washing by hand. The dishwasher uses 7-12 gallons per load, depending on the setting.	5 gallons per load.
Don't rinse dishes, but use the heavy setting	2-5 gallons per load.
Always run the washing machine with a full load. Washing machines use as much as 10 gallons even on the smallest settings, while only 20 gallons on the extra large settings.	10 gallons of water per load.

Sources:

1. Tips (1-19) AWWA – 55 Facts, Figures and Follies of Water Conservation
2. Tips (20) – KAWC (How to check your home water system for leaks booklet)
3. Gallons of water used – KAWC – How to check your home water system for leaks booklet)
4. National Averages - AWWA – Water Wise
5. How Much Can You Save – KAWC figures (1999)

8



Nationally recognized for water quality.

We at Kentucky American Water are very proud to accept the Five-Year Director's Award for continued commitment to water treatment excellence.

Our treatment facilities were 2 of 16 facilities in the U.S. honored by the Partnership for Safe Water - a cooperative of the Environmental Protection Agency (EPA) and national water agencies.

Our goal is simple: Provide better water treatment for better water quality.

It's nice to be recognized for what we do best - providing reliable, high-quality water. It's our job and we're proud to serve our community.



X^{PRESS} CHECK

There's Always Time For Questions.

Your statement will arrive as usual well before payment is due. A *DO NOT PAY* (by check/cash) message will now appear along with the amount and date due. If you have any questions about your bill, you'll have plenty of time (generally two weeks) to contact Kentucky American for clarification, or to delay a payment, if necessary.

It's Absolutely Free!

There are no extra charges for using *X^{PRESS} Check*. In fact, it actually saves you money by eliminating costs for stamps, checks and postage.

How Do I Sign Up?

Call Customer Information at:

1-800-678-6301

or visit us at:

www.kawc.com

for an authorization form to mail back



Kentucky
American Water



only
different

still
the same

6
182
KENTUCKY AMERICAN WATER
COLUMBIANA, KY 40306-0001



Kentucky American Water Billing Service

NO checks. NO stamps.
NO lines. NO hassles.

Leave Your Paperwork Behind

Paying your water sewer bill (if applicable) is as easy as turning on your faucet with **XPRESS Check**. When you sign up your financial institution automatically pays your water bill directly from your checking or savings account. If you're out of town or on business on vacation, misplace the bill, or simply forget, you don't have to worry about your water or sewer bill!

A Statement You Can Rely On

You tell us which account—savings or checking—you would like your automatic payment to be deducted from each month. **XPRESS Check** works like any other direct deposit or direct payment program you may use. On the date your payment is due, **XPRESS Check** makes your payment and records it as a separate item on both your bank statement and your next bill. Using **XPRESS Check**, your bill is paid on time every time.

Safe & Efficient

Using **XPRESS Check**, there is no chance your payment can get lost in the mail. The program works safely and confidentially like other direct deposit or direct debit program.

00012024705400000000000000003502014

ACCOUNT NUMBER 12-0249103-4	AMOUNT DUE	\$35.02
DUE DATE	Jun 23, 2003	
Amount Paid		

Please return this portion with check
Payable to the address below

KY-AMERICAN WATER
PO Box 580491
Charlotte NC 28258-0491

Kentucky American Water
PO BOX 578
ALTON, IL 62002-0578

For Service To: 3220 Caddo Lake Ct
000000164 01 AV 0.278
John A. Smith
1234 Any Street
Lexington KY 40555-1222



Billing Summary

Balance from last bill	\$38.98
Payments as of Jun 10, 2003, Thanks!	-34.48
Total prior balance, Jun 10, 2003	4.50
Current Water Charges	7.31
Meter Service Charge	8.38
Water Usage (\$1.675910 x 5.00)	15.69
Total water charges, Jun 10, 2003	31.38
Sewer Service (\$ 1.78000 x 4.00)	7.12
Current Wastewater Charges--	2.16
Total Use Billed (\$ 2.16000 x 1.00)	9.28
Landfill User Fee	4.50
Total other charges, Jun 10, 2003	4.50
Taxes	.21
ARA Withdrawal Fee - 100CF	.48
Payroll Co Tax	1.36
Franchise Fee - LFCCG	1.05
Total before, Jun 10, 2003	30.52
Total Current Charges	
TOTAL AMOUNT DUE	\$35.02

Customer Account Information

For Service To: Dawn Brockman
Account Number: 12-0249103-4
Premise Number: 12-0072490

Billing Period & Meter Information

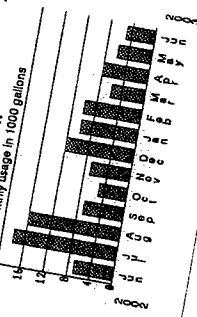
Billing Date: Jun 10, 2003
Billing Period: May 06 to Jun 05 (60 days)
Next reading on/about: Jul 05, 2003
Rate Type: Residential

Meter readings in current billing period:

Meter Number 0891756085 is a 5/8-inch meter.
Present-actual 1376
Last-actual 1371
100 Cubic Feet used 5
1 cu. ft. equals 7.50 gallons
Gallons used 3750

Water Usage Comparison

Monthly usage in 1000 gallons



Add \$1 to your monthly water bill if you know of some (655)

Look for Changes on Your Bill

Beginning October 20, Kentucky American Water will switch to a new "customer service" software program.

As a result, you may notice a few differences on your water bill, including:

New Customer Account Number

Your customer account number will be different starting October 20. The new customer account number will always be available, on the upper right-hand corner of your water bill. Having your new customer account number available when you call our toll-free customer service number will help ensure prompt, accurate and efficient service.

Note: If you are using an automated bill-paying system, or are enrolled in a direct deposit program with your financial institution, please provide them with your updated account information.

Customer Information

1-800-678-6301

www.kawc.com

#10

OIC 4th
Past -
mid July

Water.
It's worth using wisely

**Kentucky
American Water**

FOR INFORMATION CALL 1-877-24-WATER



CUMBERLAND BROADCASTERS, INC. #71
 FIN:61-1094659
 RADIO STATION WXJB-FM
 P.O. BOX 719
 HARROGATE, TN 37752
 PHONE (615) 869-2266

KAW, R LFCDR1#45, attachment2_062504
 ADVERT Page 18 of 23

AFFIDAVIT OF SERVICE RENDERED

State of Tennessee } SS:
 County of Claiborne
 The Undersigned Having Been Duly Sworn, Deposits and Says That Broadcasting Service Has Been Rendered by Radio Station WXJB-FM, in Accordance With the Accompanying Statement:

By
Beulah W. Pursifull
 Subscribed and Sworn to Before
 Me this 30 day of Nov 2003

..... NOTARY PUBLIC
Elizabeth W. Greene
 My Commission Expires 1/07/2004

INVOICE AND STATEMENT

Page 1

KEN160 KY-American Water Co.
 Attn: Barbara Brown
 2300 Richmond Road
 Lexington KY 40502

Advertiser: KY-American Water Co.

BILLING DATE 11/30/03
 Invoice # 110030

DATE	ACCOUNT / RUN DETAIL	LENGTH	NO. RUN	RATE	AMOUNT
	BALANCE FROM LAST STATEMENT				0.00
	CONTRACT 7383				
	1/2 of UK Package (27 Regular, 3 SECC, and 4 NCAA)				
11/04/03	U of K Basketball Game 6:00p	30	1	0.00	0.00
11/12/03	U of K Basketball Game 6:00p	30	1	0.00	0.00
11/21/03	U of K Basketball Game 6:30p	30	1	0.00	0.00
11/24/03	Tubby Smith Show 8:00p	30	1	0.00	0.00
11/28/03	U of K Basketball Game 6:30p	30	1	0.00	0.00
11/30/03	ADVERTISING PACKAGE				850.00
	SUBTOTAL 850.00				
	Total Sales 850.00		5		

Approved to pay \$850

Accl No. 120121.575030.16

Vendor# 50118472

Approved Barbara K Brown

Your Tri State Sports Station! Listen to
 WXJB-FM - 96.5 for All UK Basketball games!! SalesRep: ROBERT L. MADON

Finance Charge is computed by a PERIODIC RATE OF 1 1/2% PER MONTH, which is an ANNUAL PERCENTAGE RATE OF 18%, added to the unpaid balance at the end of the next month following date of purchase.

PAID 12/17/03

CURRENT	30 DAYS	60 DAYS	90 AND OVER	TOTAL
850.00	0.00	0.00	0.00	850.00

THIS INVOICE WAS PREPARED FROM OFFICIAL STATION PROGRAM LOG. PLEASE PAY THIS AMOUNT



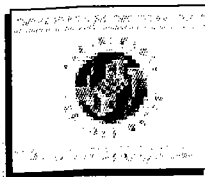
Nationally recognized for water quality.

We at Kentucky American Water are very proud to accept the Director's Award for continued commitment to water treatment excellence.

Our treatment facilities were 2 of 17 facilities in the U.S. honored by the Partnership for Safe Water - a cooperative of the Environmental Protection Agency (EPA) and national water agencies.

Our goal is simple: Provide better water treatment for better water quality.

It's nice to be recognized for what we do best - providing reliable, high-quality water. It's our job and we're proud to serve our community.





Kentucky American Water
2300 Richmond Road
Lexington, KY 40502
Phone: 1-800-678-6301
www.kawc.com

201
11#



We're looking for

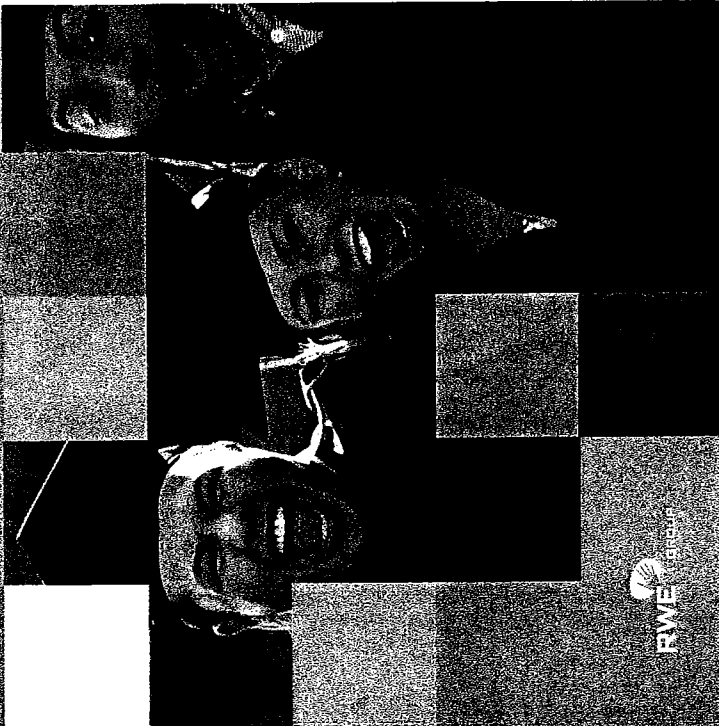
outstanding

high school

seniors

Our Customer Charter

- We Are...**
- dedicated to service excellence
 - focused on personalized solutions
 - committed to our customers' health and welfare
- Therefore...**
- We Will...**
- partner with our customers
 - treat them with dignity and respect
 - enhance their quality of life
 - earn their loyalty
 - exceed their expectations



www.rwegroup.com

Who is eligible?*

The Ripple Effect Scholarship Program is open to high school seniors in Kentucky American Water's service area.

What is the monetary value of the scholarship?

Scholarships in the amount of \$500 will be awarded in 2004. The scholarships are awarded on a one-time basis, and may be used at any university, college, or trade school.

How to apply?

Contact your school counselor, or get an application from the Kentucky American Water web site at: www.kawc.com.

What is the criteria?

Scholarship applications will be judged in three areas:

- GPA and participation in school activities
- volunteer history
- a 500-word community service essay about the student's most memorable volunteer experience.

What is the judging process?

A panel of judges will make their final decisions after completion of the review of the student's 500-word essay, resume, and the letter of recommendation from the community organization described in the essay.

When will winners be announced?

Winners of the Ripple Effect Scholarship Program will be notified prior to completion of the 2004 school year.

For more information:

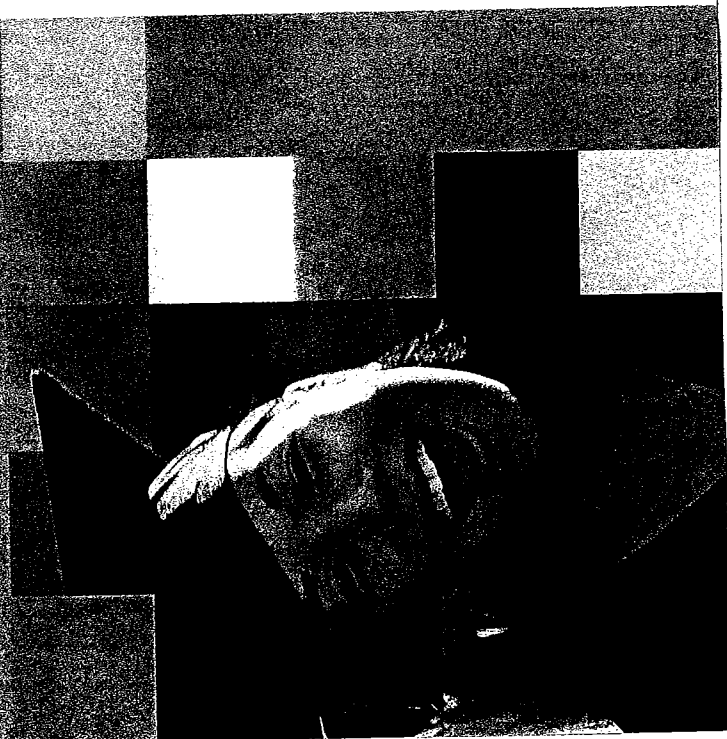
Contact Barbara Brown, Director-Communications,
Phone: 859-268-6332 or
e-mail: brownb@kawc.com.

* Children of Kentucky American Water employees are not eligible for this scholarship award.

Do you know an outstanding high school senior worthy of recognition for excellence in community service?



Kentucky American Water is pleased to announce the Ripple Effect Scholarship Program in support of outstanding high school students who demonstrate leadership in academics and community service.



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CUMBERLAND BROADCASTERS, INC.
 FIN:61-1094659
 RADIO STATION WXJB-FM
 P.O. BOX 719
 HARROGATE, TN 37752
 PHONE (615) 869-2266

AFFIDAVIT OF SERVICE RENDERED

State of Tennessee } SS:
 County of Claiborne
 The Undersigned Having Been Duly Sworn, Depos and Says That Broadcasting Service Has Been Rendered by Radio Station WXJB-FM in Accordance With the Accompanying Statement:

By: Jeremy B. Farmer

Subscribed and Sworn to Before
 Me this 31 day of Mar 2004

NOTARY PUBLIC
Elizabeth Greene
 My Commission Expires 1/05/2008

INVOICE AND STATEMENT

Page 1

KEN160 KY-American Water Co.
 Attn: Barbara Brown
 2300 Richmond Road
 Lexington KY 40502

Advertiser: KY-American Water Co.

BILLING DATE 3/31/04
 Invoice # 30032

DATE	ACCOUNT / RUN DETAIL	LENGTH	NO. RUN	RATE	AMOUNT
	BALANCE FROM LAST STATEMENT				0.00
	CONTRACT 7383				
3/01/04	Tubby Smith Show 7:00p	30	1	0.00	0.00
3/03/04	U of K Basketball Game 6:30p	30	1	0.00	0.00
3/07/04	U of K Basketball Game 10:30a	30	1	0.00	0.00
3/08/04	Tubby Smith Show 7:00p	30	1	0.00	0.00
3/12/04	U of K Basketball Game 11:30a	30	1	0.00	0.00
3/13/04	U of K Basketball Game 11:30a	30	1	0.00	0.00
3/14/04	U of K Basketball Game 10:30a	30	1	0.00	0.00
3/15/04	Tubby Smith Show 7:00p	30	1	0.00	0.00
3/19/04	U of K Basketball Game 5:30p	30	1	0.00	0.00
3/21/04	U of K Basketball Game 3:30p	30	1	0.00	0.00
3/22/04	Tubby Smith Show 7:00p	30	1	0.00	0.00
3/29/04	Tubby Smith Show 7:00p	30	1	0.00	0.00
3/31/04	ADVERTISING PACKAGE				850.00
	SUBTOTAL 850.00				
	Total Sales 850.00		12		

*Approved to Pay \$850
 Acct # 120121-575030,16
 Under # 50118472
 Approved Pat Bullard*

*Pat
 4/29/04*

Spring Is Here!!!!!! Join WXJB-FM And Warm
 Up Your Sales! 96.5 On Your Dial..... SalesRep : ROBERT L. MADON

A Finance Charge is computed by a PERIODIC RATE OF 1 1/2% PER MONTH, which is an ANNUAL PERCENTAGE RATE OF 18%, added to the unpaid balance at the end of the next month following date of purchase.

CURRENT	30 DAYS	60 DAYS	90 AND OVER	
850.00	0.00	0.00	0.00	850.00

#23



keeping your water clean and clear

Kentucky American Water will be conducting an annual distribution system flushing for approximately three weeks starting Sunday, April 18. Hydrants throughout the system will be flushed to remove normal sediments that can collect over time. Due to the flushing, a more significant smell of chlorine may be noticeable in the water. Sediments and this change of chlorine application do not pose safety concerns, however, you may want to store some water in your refrigerator for cooking and drinking. Check for discolored water before doing laundry, washing dishes or other uses. If your water is discolored, run your faucet until the water clears. If your incoming cold water does not clear within a few minutes or if you need further information, please contact Kentucky American Water at (800) 678-6301.



Leading the way for generations

When it comes to the future of water quality, you can trust Kentucky American Water to lead the way, as we have for generations.

Our reputation for research and operational expertise has earned us the privilege of being a valued resource in developing the water quality standards in the U.S.

Our superior environmental compliance record and water expertise help to ensure clean water for today and in the future. High-quality water and dependable service — it's our commitment to you. Always has been. Always will be.

To learn more about our services, call us at (800) 24WATER or visit our website at www.kawc.com.





always ready to help

At Kentucky American Water, we go beyond our role as a water services provider by becoming active in our communities.

Last year, our employees donated their time and energy to 155 organizations and our company contributed more than \$183,000 to 145 charities and community initiatives throughout Central Kentucky.

The employees of Kentucky American Water understand the importance of being part of the communities they serve. We're also proud to be a part of a larger community — an international water company serving more than 70 million people worldwide.

Call us at (800) 24WATER or visit our website at www.kawc.com to learn more about our services.



ADVERTISING SUPPLEMENT TO THE LEXINGTON HERALD-LEADER • THURSDAY, SEPTEMBER 11, 2003

Our dream is a new home.



2350 Regency Road • Lexington, KY 40503
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Our dream is to give you a great home loan.

You've found the perfect home. Central Bank's mortgage lenders have the market knowledge and experience to provide the best home loan for you. We have a variety of financing options.

Central Bank always offers outstanding service for all your banking needs, and we provide the same great service for your mortgage. Visit any of our Mortgage Centers, or call one of our experienced mortgage lenders. You can also visit us online by logging on to mortgages.centralbank.com. We want to make your dream home a reality.

Credit is subject to approval



DO YOU HAVE A BLUE THUMB?



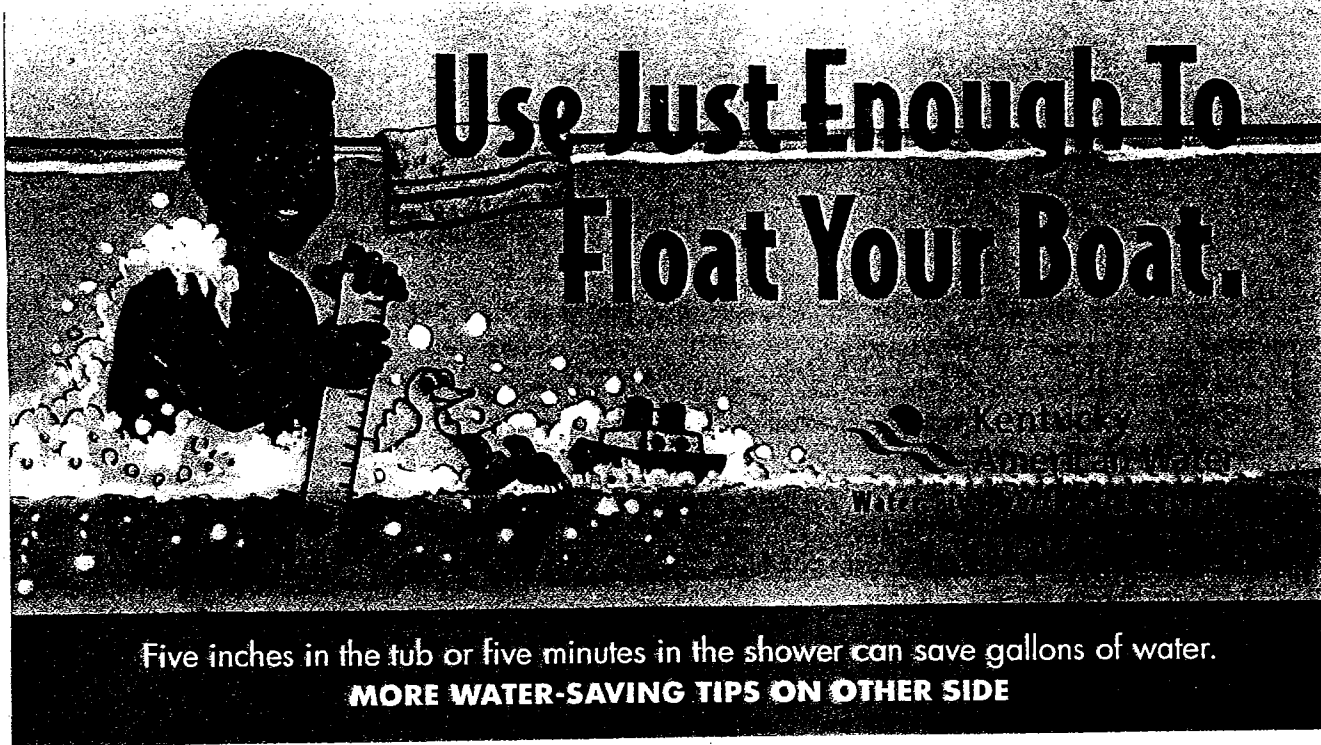
A Blue Thumb is to water what a green thumb is to plants. If you have a Blue Thumb, you recognize that it is important to use water wisely. There are many ways you can use your Blue Thumb at home, at work, and in between, including:

- Turning off the tap in the bathroom when brushing your teeth or shaving, and in the kitchen while cleaning fruits or vegetables
- Running the dishwasher and washing machine with full loads only
- Periodically checking for leaky faucets and toilets, and then making repairs promptly
- Watering your lawn before 10:00 a.m. and never when it's windy
- Using a shut-off nozzle on your hose

Don't just go with the flow! Use water wisely by exercising your Blue Thumb!



2300 Richmond Road • Lexington, KY 40502 • www.amwater.com • 1-877-24WATER



Use Just Enough To Float Your Boat.

Five inches in the tub or five minutes in the shower can save gallons of water.
MORE WATER-SAVING TIPS ON OTHER SIDE

We're All Looking for Ways to Save Water. Here Are A Few Tips.

- Shorten your shower time by **one minute and save 3-7 gallons** per shower.
- **Install a water-saving shower head.**
- Don't rinse dishes before putting them in the dishwasher. Scrape food off instead. **You could save 2-5 gallons daily.**
- **Run only a full dishwasher.** Two small loads use twice as much water as a full one.
- Wash fruits and vegetables in a pan and **save the water for indoor plants.**
- Don't run tap water until cool for drinking. **Keep water in the refrigerator.** You could save 2-5 gallons a day.
- If you have a toilet that was installed before 1994 you can **save up to 3 gallons a day** by placing a water-filled plastic bottle or bag in the tank.
- **Detect toilet tank leaks** with leak detection tablets or a few drops of food coloring in the tank.

For more tips on saving water and for a free home water conservation kit, call Kentucky American Water at 1-877-24WATER



Kentucky
American Water

Water.

It's worth using wisely.



1-877-24-WATER www.kawc.com