



News Release

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SAVE OUR WATER LAUNCHES 'CALIFORNIANS DON'T WASTE' OUTDOOR ADVERTISEMENTS TO TACKLE DROUGHT GOVERNOR COMMEMORATES MAY AS 'SAVE OUR WATER' MONTH

Sacramento, CA – Save Our Water – a partnership between the [Association of California Water Agencies](#) (ACWA) and the [California Department of Water Resources](#) (DWR) – is launching a statewide outdoor media campaign to bring awareness to and educate Californians on how to save water every day. In tackling the worst drought in a generation, the campaign captures Californians' spirit of conservation delivering the message through simple, yet eye-catching billboards, which appeals to the Californian ethic – we are Californians and we don't waste.



The paid media campaign comes as California moves into the driest months and summer fire season. In recognition of the impact the drought could have on fire season, Governor Edmund G. Brown Jr. commemorated May as Save Our Water Month, writing in a letter, "As California approaches the summer fire season in the throes of a drought, I call on all Californians to take a thoughtful approach to water usage and conservation." The Governor also called on Californians to use [Save Our Water](#) as a resource for information and tips on how to save water every day.

"We are pulling out all the stops over the next several months to reinforce the need to conserve not just during this drought, but also as a way of life in California," said Jennifer Persike, Deputy Executive Director for External Affairs and Operations of ACWA. "It will take all of us working together and using less water to get through the hot summer ahead."

The 'Californians Don't Waste' outdoor media campaign will run through the end of June on billboards throughout the state. To view the billboards, visit www.saveourh2o.org/campaign.

Save Our Water will also leverage its social media channels to further spread the message of water conservation, including hosting the 'Californians Don't Waste' Challenge. The Challenge aims to tap into Californians' can-do spirit and creativity by encouraging the public to join in and share their methods of conserving water. Californians can share their tips, videos and pictures on Save Our Water's [Facebook](#) page, [Twitter](#) or [Instagram](#) using the hashtag #SaveOurWater. Save Our Water will select videos and photos to share as part of its public awareness campaign.

Governor Brown has called on all Californians to reduce their water use by 20 percent – For more ways to save and to learn more about the Save Our Water program, visit www.saveourh2o.org or follow us on Facebook or Twitter.

Save Our Water is a partnership between the [California Department of Water Resources](#) and the [Association of California Water Agencies](#)

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