



CALIFORNIA DEPARTMENT OF WATER RESOURCES

NEWS FOR IMMEDIATE RELEASE

May 6, 2014

Californians Don't Waste Hits The Radio

Save Our Water this week is launching a new statewide radio campaign to bring awareness to, and educate, Californians on how to save water every day. The radio campaign builds on an extensive statewide outdoor billboard program unveiled by Save Our Water last week.

[Listen to the radio ads here on our Vimeo channel!](#)

Coinciding with Governor Edmund G. Brown Jr. commemorating May as Save Our Water Month and his recent call to prevent water waste, the radio advertisements will bring a message of conservation to Californians as we move into the summer fire season with simple, yet attention-grabbing messaging appealing to the Californian ethic – we are Californians and we don't waste.

"By now we're all aware it's going to be a difficult and dry summer season, and it's essential for us to work together in saving water," said Mark Cowin, Director of the Department of Water Resources. "But, with our final snow survey showing water content at just 18 percent of average for May 1, it's more important than ever to remind Californians to conserve."

"The 'Californians Don't Waste' campaign amplifies the message of local water agencies throughout the state on the need to save water," said Jennifer Persike, Deputy Executive Director for External Affairs and Operations of ACWA. "Together we can share our water conservation tips and ideas to inspire others to do their part."

The 'Californians Don't Waste' radio media campaign will run into June in the Bakersfield, Bay Area, Fresno, Inland Empire, Los Angeles metro, Modesto, San Diego, Sacramento and Stockton media markets. Radio advertisements will be available in English and Spanish.

The campaign also includes digital radio spots on Pandora and iHeartRadio to further spread the message of water conservation by urging listeners to participate in 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.

For simple, every day water conservation tips, click on “Save Our Water” here:



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The Department of Water Resources operates and maintains the State Water Project, provides dam safety and flood control and inspection services, assists local water districts in water management and water conservation planning, and plans for future statewide water needs.