



CALIFORNIA DEPARTMENT OF WATER RESOURCES

NEWS FOR IMMEDIATE RELEASE

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SAVE OUR WATER LAUNCHES SUMMER PUBLIC EDUCATION CAMPAIGN

Californians urged to severely limit outdoor watering this summer

SACRAMENTO CA — With California in the grip of the worst drought in a generation, [Save Our Water](#) – California’s official statewide conservation education program – is launching a new public education campaign urging Californians to step up and make even more cuts in their water use. The campaign comes at the start of a hot, dry summer and potentially dangerous fire season.

Save Our Water’s campaign urges Californians to “Let It Go” by limiting outdoor water use and letting lawns fade to gold for the summer, while preserving precious water resources for trees and other important landscapes. The campaign’s first phase will run through the end of July and also encourages Californians to “Turn It Off” and cut back on water use wherever possible inside and out. Campaign elements include billboards, outdoor media, traditional and digital radio, digital and social media, theatre ads, and on-the-street efforts that will be seen and heard throughout areas of the state facing the highest water use reduction targets set by the [State Water Resources Control Board](#).

“For the first time ever, we have an overall mandatory statewide goal to reduce water use by 25 percent, with some communities facing targets up to 36 percent,” said Mark Cowin, Director of the California Department of Water Resources. “The Save Our Water campaign is designed to help Californians find new ways to conserve this summer, especially outdoors.”

Save Our Water’s website is available in both [English](#) and [Spanish](#) and is filled with tips, tools, and inspiration to help every Californian find new and creative ways to conserve. From tips on how to keep trees healthy during the drought to an interactive section allowing users to visually explore how they can save water both inside and outside the home, Save Our Water has a wealth of resources available for Californians. This week, Save Our Water will be featuring tips to help Californians prepare for the summer fire season.

“Because of the drought, our fire season has never really ended, which means saving water and fighting fire go hand-in-hand,” said Chief Ken Pimlott, CAL FIRE director. “Already we have seen several large and damaging fires, and we are only in our first week of summer. Every drop saved by Californians is an extra drop to help fight damaging and dangerous fires.”

“We are in the midst of a truly extraordinary drought and every Californian has an important role to play,” said Tim Quinn, Executive Director of ACWA. “This summer we have to go above and beyond our usual conservation efforts, from letting lawns fade to gold to replacing old toilets and faucets. Every action we take will get us closer to hitting our water reduction goals.”

Throughout the drought, Save Our Water has aimed to give Californians tools and tips to help everyone easily conserve at home and at work, every day. Save Our Water connects with Californians on its [Facebook](#) page, [Twitter](#) and [Instagram](#) accounts.

Governor Edmund G. Brown Jr. has directed the first-ever statewide mandatory water reductions in California, calling on all Californians to reduce their water use by 25 percent and prevent water waste. Save Our Water is a partnership between the [Association of California Water Agencies](#) and the [California Department of Water Resources](#).

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California has been dealing with the effects of drought for four years. To learn about all the actions the state has taken to manage our water system and cope with the impacts of the drought, *visit* saveourwater.com.

