



CALIFORNIA DEPARTMENT OF WATER RESOURCES

NEWS FOR IMMEDIATE RELEASE



September 14, 2015

Media Contacts:

Jennifer Persike
Association of California Water Agencies/Save Our Water
(916) 441-4545 or (916) 296-3981 (cell)
jenniferp@acwa.com

Ed Wilson
Dept. of Water Resources
(916) 651-7512
ed.wilson@water.ca.gov

SAVE OUR WATER LAUNCHES “FIX IT FOR GOOD” PUBLIC EDUCATION CAMPAIGN Campaign unveiled at State Capitol lawn conversion event

Sacramento, CA – [Save Our Water](#) – California’s official statewide conservation education program – today launched its “Fix It For Good” public education campaign at a turf replacement demonstration event put on by the California Department of General Services at the State Capitol. The campaign urges Californians to “Fix It For Good” by making permanent changes to save water by rethinking their yards, going water efficient with new toilets and fixtures and fixing leaks.

“Save Our Water’s message this summer asked Californians to take extraordinary and immediate actions to save water which helped the state reach a 31.3% reduction in water use in July,” said Jennifer Persike, Deputy Executive Director of External Affairs and Operations of the Association of California Water Agencies. “As we shift into fall, Save Our Water is building on that water conservation momentum and asking Californians to consider permanent changes with the “Fix It for Good” message.”

“Fix It For Good” campaign elements include billboards, outdoor media, traditional and digital radio, digital and social media, direct mail, 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](#). The campaign also includes Save Our Water’s first television commercial, [“Helping Hands,”](#) which challenges Californians to face the drought together. The commercial started airing this past Labor Day weekend in English and Spanish on ABC, CBS, NBC, Univision, Telemundo and Fox networks in six targeted media markets: Sacramento, Fresno/Bakersfield, Chico/Redding, Central Coast, Inland Empire and Palm Springs.

“It is more important than ever to remind Californians that we have to keep saving water as we move into fall and winter,” said Mark Cowin, Director of the California Department of Water Resources. “Even facing a strong El Nino, there are no guarantees that California’s historic drought will end this winter.”

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.

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](#).