



The Metropolitan Water District of Southern California

NEWS RELEASE

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**METROPOLITAN UNVEILS WEBPAGES, SPECIAL LOGO COMMEMORATING
75TH ANNIVERSARY OF COLORADO RIVER AQUEDUCT DELIVERIES
“Live tweeting” among activities, events planned,
leading up to June 17 delivery anniversary date**

The Metropolitan Water District of Southern California has rolled out new multimedia [webpages](#) and a commemorative logo as part of a months-long celebration marking the 75th anniversary of Colorado River Aqueduct deliveries to the Southland.

Starting this week, Metropolitan also began using social media to bring history to life by “live-tweeting” from the perspective of men and women who worked on the Colorado River Aqueduct leading to its operation in 1941. The tweets will offer first-hand experiences, based on historical fact, as these real-life characters share their stories on Twitter (@mwdh2o_75years).

Metropolitan General Manager Jeffrey Kightlinger said these initial efforts are the first in a number of projects and events planned over the next few months leading up to the actual delivery date anniversary, June 17.

“The celebration looks back at the cornerstone achievement of Metropolitan and its role as the catalyst for Southland water reliability. It also acknowledges the tremendous sacrifice and commitment of Southern Californians to tax themselves in the midst of the Great Depression to ensure future water supplies for the region. The building of the great canal was both an engineering and civic feat,” said Kightlinger.

Metropolitan Board Chairman Randy Record said the anniversary also serves as a testimonial to the thousands of workers who over the years both built and continue to operate the world-class facility.

“We want to highlight the dedication of generations of Metropolitan employees in constructing and maintaining the huge and complex regional water distribution that provides the lifeblood of this vibrant region we call home,” Record said.

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The anniversary webpages serve as a modern time capsule, providing historical documents, seldom-seen vintage photographs and even music from the top songs of the era.

The district's anniversary logo—celebrating “75 years of water delivery, 1941-2016”—harkens back to that time as well as complements the agency's historic seal. Water flowing from the number 75 conveys Colorado River Aqueduct supplies being delivered.

As part of the anniversary celebration, Metropolitan will unveil in mid-June a major new exhibit in the north gallery of the district's downtown Los Angeles headquarters building. The multimedia exhibit will include a timeline wall of rarely seen or little-circulated photos, vintage maps and other historical artifacts while audio clips play legacy radio broadcasts and snippets of oral histories of men who had relatives or worked on the aqueduct construction.

Leading up to June, Metropolitan every week will share via [Instagram](#) hundreds of historic photos from district archives of the men and women who took part in the engineering and construction of the aqueduct system.

On [Facebook](#), Metropolitan will provide a “sneak peek” into district archives via short video snippets. The agency also will share photos spanning the first aqueduct scouting missions dating in 1923 to initial 1941 deliveries as well as stories telling how Colorado River water came to be conveyed to the Southland.

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The Metropolitan Water District of Southern California is a state-established cooperative of 26 cities and water agencies serving nearly 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.