



*The Metropolitan Water District of Southern California*

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# NEWS RELEASE

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## METROPOLITAN RECEIVES NATIONAL AWARD FOR DROUGHT AWARENESS, PUBLIC OUTREACH CAMPAIGN

The American Water Works Association this week honored the Metropolitan Water District of Southern California with its 2014 Public Communications Achievement Award for the district's efforts to raise public awareness and action to save water during the current drought.

The award recognizes "significant accomplishments in communication--educating the public, promoting awareness and understanding of water issues, establishing media relations, implementing community involvement programs, and inspiring others to model behavior with the public that builds trust and credibility." It was presented this week at AWWA's national conference in Anaheim.

The award recognized the multiple ways Metropolitan effectively spread its water-saving message throughout its six-county service area. The centerpiece of that effort was last year's \$5.5 million multi-lingual outreach and advertising campaign created in conjunction with Fraser Communications, a Los Angeles-based advertising company.

Features of the campaign included more than 10,000 advertisements on television, radio, print and the Internet. It debuted the Miss California character and the tag line, "Don't Waste Another Minute Wasting Water." The campaign also included news conferences, news releases, special TV news segments, and celebrity conservation public service videos.

After the campaign began, visits to Metropolitan's water-savings website [bewaterwise.com](http://bewaterwise.com) tripled, while requests for conservation rebates increased six-fold.

The American Water Works Association is the largest nonprofit, scientific and educational association dedicated to managing and treating water.

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*The Metropolitan Water District of Southern California is a 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.*