



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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METROPOLITAN REMINDS CONSUMERS TO TAKE A TURN, KEEP CONSERVING,  
AS AGENCY LAUNCHES NEW ADVERTISING, OUTREACH CAMPAIGN

## **Drought isn't over in Southern California; Metropolitan relying on residents, businesses to continue water-saving efforts**

Southern California residents wondering if they need to keep conserving water this summer will get a clear answer from the Metropolitan Water District via a new advertising campaign: absolutely yes, conserve.

Metropolitan has launched a \$2.2 million advertising and outreach effort to encourage consumers and businesses to continue their water-saving efforts this summer as Southern California continues to recover from a record statewide drought.

While El Niño brought some drought relief to the north, it didn't deliver the same to Southern California. Southland reserves are depleted and with scientists predicting a La Niña year ahead, drought conditions could persist in this half of the state.

"El Niño helped, but after drawing down our reserves the last four years to record low levels, we all must continue using water as wisely as possible to rebuild those reserves and be prepared for what lies ahead," Metropolitan General Manager Jeffrey Kightlinger said. "Thankfully we'll be getting more water this year from the State Water Project than we have in the past three years. But we need to use those supplies to refill our regional reservoirs and allow our member agencies more flexibility to replenish their aquifers and reserves.

"That means we are still relying on Southern Californians to conserve as they have been," Kightlinger continued. "We need to stop thinking about mandated emergency conservation and shift toward thinking of conservation as a way of life."

Using radio, print and digital advertising as well as social media platforms, the eight-month campaign reinforces the message that conservation isn't just a response to the drought, but a permanent change in how water is used and valued. It builds on Metropolitan's Take a Turn advertising and outreach campaign launched last year, which uses eye-catching images of knobs, faucets and handles and helpful tips to encourage the public to turn off the water and turn toward conservation.

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This year's campaign takes those ideas a step further, asking every Southern Californian to *turn* into a water lover with the launch of the H2Love or H2♥ slogan and hashtag.

“When we think about conservation as a way of life, it becomes very personal. We want to encourage residents to make that personal connection to water as a valued resource through our H2Love campaign,” said Sue Sims, Metropolitan’s manager of external affairs.

The campaign will direct readers and listeners to Metropolitan’s [bewaterwise.com](http://bewaterwise.com) website for more tips and videos on saving water in their homes, yards, communities and businesses. In addition to the new hashtags #H2Love and #H2♥, the campaign will continue to use the hashtags #TakeATurnCA and #bewaterwise.

With the idea that many Southern Californians just need helpful tips and reminders to conserve, the campaign will feature inventive [5-second](#) radio “[sound drops](#).” Hundreds of the [quick spots](#) will air on 18 iHeart radio stations throughout Metropolitan’s six-county service area. The campaign also features traffic and weather sponsorships on more than 75 radio stations across the region.

In addition, Metropolitan will also reach new audiences through print ads placed in 53 community newspapers across the region, with a particular focus on publications with a large number of Latino, African American, Korean and Chinese readers. The campaign once again will be produced in five languages—English, Spanish, Mandarin, Korean and Vietnamese.

The radio, print and digital ads offer [helpful practical tips](#) like “use a broom instead of a hose to clean up outdoors,” “repair all broken or leaking sprinklers,” “take a shorter shower and wash full loads,” “turn off the water when shaving and washing your face,” and “use leftover ice cubes to water plants or fill your pet’s water.”

“Californians conserve. It’s part of who we are. So our goal is to think every day about our water use and how we can be more efficient. There are a lot of little ways we can save water. And if you’ve come up with creative water-saving solutions, we want to share them,” Sims said. “These aren’t just token gestures, individual conservation really adds up,” she added.

Metropolitan is relying on conservation for long-term water reliability and to meet the state’s goal of reducing water use by 20 percent by 2020. The district’s long-range Integrated Resources Plan emphasizes conservation and development of local supplies to meet future water demands.

The advertising campaign is just one part of Metropolitan’s commitment to conservation. In April, the agency’s board committed \$100 million to water-saving efforts, including rebate and education programs.

As it did last year, Metropolitan partnered with the Los Angeles-based Quigley-Simpson advertising company to conduct the outreach campaign.

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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.*

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