



The Metropolitan Water District of Southern California

NEWS RELEASE

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METROPOLITAN LAUNCHES SUMMER WATER CONSERVATION CAMPAIGN

H2Love campaign asks Southern Californians to embrace long-term conservation as drought enters fifth year, Los Angeles registers record low rainfall

Love water. Save water. That is the simple message of Metropolitan Water District's new H2Love™ campaign launched this week.

The \$2.2 million advertising and outreach effort encourages all Southern Californians to treasure the state's limited water resources and embrace conservation as a way of life. With the state entering its fifth year of drought and climate change threatening water resources on multiple fronts, conservation is the best way to ensure water reliability in the region.

The H2Love campaign, which builds on Metropolitan's award-winning education and outreach programs, will inspire Californians to make a lifelong commitment to saving water at home, at work and in their communities.

"In the face of this historic drought, Californians have proven they can respond to calls to save water, even under challenging conditions," said Metropolitan General Manager Jeffrey Kightlinger. "We are asking everyone to make a long-term commitment, to show their love for water by conserving it. We are moving past last year's state mandated cutbacks and making a choice to use water wisely every day, rain or shine."

The ongoing drought pushed many local reservoirs and groundwater aquifers to record low levels last year. And while last winter's rain and snow in Northern California are helping replenish those reserves, scientists are predicting more dry conditions ahead. Even more concerning is the long-term outlook. Climate change will mean longer droughts, higher temperatures and less snowpack, all of which will challenge water supply reliability in the future.

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Through its H2Love campaign, Metropolitan is asking Southern Californians to be part of the solution. Today, the agency started running print, online and radio H2Love ads across the Southland. The campaign will reach diverse audiences, running in 53 community newspapers in five languages—English, Spanish, Chinese, Korean, and Vietnamese—and on more than 75 radio stations. The ads offer water-saving tips and refer audiences to bewaterwise.com, Metropolitan’s conservation website.

In addition to conservation tips and classes, the website offers access to Metropolitan’s rebates for sprinklers, irrigation devices, washing machines, toilets and rain barrels—tools that help residents make the kind of permanent water-saving changes encouraged by the H2Love campaign. The website is now available in English, Spanish and Chinese.

In addition, the campaign renews the popular Pandora partnership that provides water-themed songs of less than five minutes as a reminder to take shorter showers. Uforia, a Spanish-language music streaming service also is taking part in the campaign.

In addition, this weekend marks the official start of Metropolitan’s partnership with the Major League Soccer’s Los Angeles Galaxy. Galaxy fans will be treated to H2Love conservation messages and tips during home games. Metropolitan is also teaming up with the LA Galaxy on its “Protect the Pitch” program, which supports local environmental and community projects.

To spread the H2Love conservation message further, Metropolitan is using the hashtags #H2Love and #H2♥ on social media platforms to share personal stories of individuals who have taken water conservation to heart. These stories will celebrate everyday water-saving heroes at home, in their gardens, at school and in the community. At Galaxy games, H2Love geofilters will be available to Snapchat users, so fans can share their love for the team and water conservation on the fastest-growing social network among millennials.

Metropolitan and its member agencies have been leaders in conservation for many decades. The advertising campaign is one part of Metropolitan’s ongoing commitment. In April, the agency’s board designated \$100 million to water-saving efforts, including rebate and education programs.

“The hot summer months are here,” Kightlinger said, “and we urge everyone to do their part and conserve. As our campaign says, Love Water. Save Water.”

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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.