



Presented by  HERBALIFE.

Contacts: Bob Muir, Metropolitan, (213) 217-6930; (213) 324-5213, mobile  
Kristi Mexia, Beck Media, (310) 300-4810

**LA GALAXY'S BRIAN ROWE SHARES HIS H2LOVE™ IN NEW  
PUBLIC SERVICE ANNOUNCEMENTS WITH METROPOLITAN WATER DISTRICT**  
*PSAs part of LA Galaxy's Collaboration with Metropolitan,  
Revolving Around MWD's "H2Love" Summer Advertising Campaign*

LOS ANGELES, Calif. – July 14, 2016 – Not all of LA Galaxy goalie Brian Rowe's best saves involve a Major League Soccer ball.

New [public service announcements](#) featuring Rowe sharing what he does to conserve water and suggesting other water-saving tips will be unveiled this Friday (July 15) on digital platforms at the StubHub Center as the five-time MLS Cup Champion LA Galaxy hosts the Houston Dynamo. The spots are part of the LA Galaxy's new collaboration with the Metropolitan Water District of Southern California to encourage fans and residents all over the Southland to promote water conservation through MWD's newly launched H2Love™ or H2♥ outreach campaign.

"This is a natural extension of our partnership, and we are proud to support players like Brian Rowe, who want to get involved in such an important cause as water conservation," said Chris Klein, president of LA Galaxy.

In addition to the PSAs, Metropolitan staff will share conservation tips and advice with LA Galaxy fans at four LA Galaxy home games this summer to promote its water-saving message. The selected LA Galaxy home games are Aug. 7 vs. the New York Red Bulls, Aug. 13 vs. the Colorado Rapids, Sept. 11 vs. Orlando City and Sept. 25 vs. the Seattle Sounders.

"Brian certainly provides a fresh and recognizable face to our conservation message," said Metropolitan General Manager Jeffrey Kightlinger about Rowe's conservation spots. "His engaging personality and natural charisma add a new element to our partnership with the LA Galaxy, which we hope brings the message to love and save water to wider and different audiences enjoying a summer game."

Initiated earlier this week, Metropolitan's H2Love campaign asks every Southern Californian to not just conserve water, but to also become a water lover. The campaign directs readers and listeners to Metropolitan's [bewaterwise.com](http://bewaterwise.com) website to access classes, rebates, tips and videos on how to save water across their homes, businesses, yards and communities.

more . . . . .

Metropolitan’s campaign also will use digital and social media—with #H2Love and #H2♥—both in and outside the StubHub Center. In addition, Metropolitan is an official sponsor of the LA Galaxy’s “Protect the Pitch” program, which is a club-wide environmental sustainability initiative that focuses on reducing the environmental impact of LA Galaxy games and practices at StubHub Center as well as supporting local environmental projects.

###

### **ABOUT THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA**

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.

### **ABOUT LA GALAXY**

The **LA Galaxy** is an American professional [soccer](#) club based in [Los Angeles, California](#) that competes in [Major League Soccer](#) (MLS). It is one of the [league's most-decorated clubs](#), having won the [MLS Cup](#) five times (2002, 2005, 2011, 2012, 2014)—more than any other club—the [Supporters' Shield](#) four times (1998, 2002, 2010, 2011), the [Lamar Hunt U.S. Open Cup](#) twice (2001, 2005), and is one of just two MLS teams to win the old [CONCACAF Champions' Cup](#) (2000). The Galaxy continuously leads the league for cultivating homegrown talent as well as signing world renowned and established players to the team.

For additional information, visit [www.lagalaxy.com](http://www.lagalaxy.com)

### **ABOUT AEG**

Headquartered in Los Angeles, California, AEG is the world’s leading sports and live entertainment company. With offices on five continents, AEG operates in the following business segments: **AEG Facilities**, which is affiliated with or owns, manages or consults with more than 120 preeminent arenas, stadiums, theaters, clubs and convention centers around the world including The O2 Arena, the Sprint Center and the Mercedes-Benz Arenas; **AEG Live**, which is dedicated to all aspects of live contemporary music performances, including producing and promoting global and regional concert tours, music and special events and world-renowned festivals; **AEG Real Estate**, which develops world-class venues, as well as major sports and entertainment districts like STAPLES Center and L.A. LIVE; **AEG Sports**, which is the world’s largest operator of sports franchises and high-profile sporting events; and **AEG Global Partnerships**, which oversees worldwide sales and servicing of sponsorships including naming rights, premium seating and other strategic partnerships. Through its worldwide network of venues, portfolio of powerful sports and music brands, AXS.com ticketing platform, AXS cable television channel and its integrated entertainment districts, AEG entertains more than 100 million guests annually. More information about AEG can be found at [www.aegworldwide.com](http://www.aegworldwide.com).