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**METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA NAMED
OFFICIAL PARTNER OF LA GALAXY IN JOINT EFFORT TO
ENCOURAGE WATER CONSERVATION**

*Partnership Takes Water Conservation to the Soccer Pitch this Summer as a part of
Metropolitan Water District's New Advertising Campaign, "H2Love™"*

LOS ANGELES, Calif. – June 16, 2016 – Water conservation will take to the Major League Soccer pitch this summer, as the Metropolitan Water District of Southern California and the five-time MLS Cup Champion LA Galaxy join forces to spread the water-saving word. As official partners, Metropolitan and the LA Galaxy will work together beginning July 1 to encourage fans and residents all over Southern California to promote the water conservation efforts of the new H2Love™ or H2♥ outreach campaign.

Although El Niño improved water supply conditions statewide, Southern California remains in a drought. Last month, Metropolitan's board of directors declared a Water Supply Alert calling for continued awareness and reinforced conservation throughout the district's 5,200-square-mile service area. The H2Love campaign encourages Southern California residents and businesses alike to keep saving water this summer.

"Metropolitan is hoping to score one for water conservation by bringing its H2Love campaign to Galaxy fans," Metropolitan General Manager Jeffrey Kightlinger said. "El Niño helped us some, but as we enter our fifth year of drought, we must continue conserving to help rebuild our dwindling reserves. We're hoping the team and its fans will help us encourage all Southern Californians to love water, not waste it."

The H2Love campaign will serve as a reminder to SoCal residents that water conservation is now a way of life, using the LA Galaxy and its passionate Southern California fan base as strong supporters for the campaign's messaging around water conservation.

"Some 19 million people are in the Metropolitan Water District of Southern California's service area. As SoCal residents ourselves, it made sense for our already water-conscious club and our environmentally aware fans to support the conservation message of the H2Love campaign," said Chris Klein, President, LA Galaxy. "This is a great opportunity for our fans and our team to share their passion for soccer with their friends and community and also share the message to make water conservation a way of life."

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Building off of Metropolitan’s “Take A Turn” advertising and outreach campaign from last year, H2Love asks every Southern Californian to not just conserve water, but to also become a water lover. The campaign will direct readers and listeners to Metropolitan’s bewaterwise.com website for tips and videos on how to save water across their homes, businesses, yards and communities.

H2Love will also utilize digital and social media – with #H2Love and #H2♥ – both in and outside the team’s home stadium, the StubHub Center in Carson, California, in addition to an on-site display booth during select home games through the rest of the season to promote its water-saving message. Metropolitan will also become 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. Metropolitan will align with the team on these community initiatives to help inspire fans to help create healthier, more sustainable communities.

Besides promoting the new H2Love campaign, the LA Galaxy also helps support the statewide water-saving efforts by using reclaimed water across all its soccer fields and plants at StubHub Center. The venue also makes use of xeriscape landscaping around the entire stadium to limit water usage.

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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

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.