



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

P. O. Box 54153, Los Angeles, California 90054-0153 • (213) 217-6485 • [www.mwdh2o.com](http://www.mwdh2o.com)

Contacts: Sherita Coffelt (213) 217-6450; (214) 477-6999, mobile  
Bob Muir, (213) 217-6930; (213) 324-5213, mobile

Aug. 21, 2015

## SONGS FOR FIVE-MINUTE SHOWERS; METROPOLITAN TURNS TO DIGITAL RADIO WITH PANDORA, UFORIA TO ENCOURAGE WATER SAVINGS **English, Spanish playlists will include songs about water, rain**

Shorter showers are one way to help save water during this historic drought. But it's tough taking a timer in with you. So the Metropolitan Water District of Southern California has come up with a way to turn bathing into saving: an Internet radio "Water Lover's Station" with songs timed for five-minute showers.

The music-streaming playlists on Pandora and Spanish-language Uforia contain contemporary hits and oldies, many of them about water and rain. The playlists are the latest addition to Metropolitan's current #TakeATurnCA water conservation campaign.

"Someone can pick their favorite song from the list, press play, turn on the shower and finish before the song ends," said Metropolitan General Manager Jeffrey Kightlinger. "Whether you use the songs to time your shower or to listen at work, we are hoping this list will be a fun way to keep the importance of water conservation top of mind."

The Pandora list is a diverse, 100-plus song compilation that includes hits such as Waterfalls (TLC), Set Fire to the Rain (Adele), Bridge Over Troubled Water (Simon & Garfunkel), Purple Rain (Prince), Water Runs Dry (Boyz II Men), Have You Ever Seen the Rain (Creedence Clearwater Revival) and many more. To access the playlist, visit [www.pandora.com](http://www.pandora.com) or download the Pandora application on your tablet or smartphone. You can search for "Water Lover's Playlist" in the create-a-station box.

Uforia, a radio application for different genres of Latin music, will also host a playlist dedicated to water. This station is still being developed for a late-summer rollout.

Metropolitan will be promoting the playlists on its website, social networks and on Pandora.

more . . . . .

For more information on water conservation, the #TakeATurnCA campaign, the drought or Metropolitan and its other initiatives, visit [bewaterwise.com](http://bewaterwise.com).

###

*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.*