



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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**METROPOLITAN WATER DISTRICT BRINGS CALIFORNIA TO LIFE  
TO DELIVER WATER-SAVING MESSAGE IN RESPONSE TO DROUGHT  
Looking to preserve critical water reserves heading into 2015, district launches  
30-second television spots as part of ongoing region-wide outreach, advertising campaign**

California comes to life in a series of television advertisements by the Metropolitan Water District that began airing today on stations throughout the Southland promoting the need to protect the state and its future by saving water during the historic, ongoing drought.

Scheduled to run over the next 12 weeks, the 30-second television spots personifying California are the latest additions to Metropolitan's multi-pronged public outreach and advertising campaign created in cooperation with the district's 26 member public agencies. The comprehensive campaign includes the 30-second television spots, 60-second radio advertisements and traffic report sponsorship, as well as online and mobile ads throughout the district's six-county service area through Oct. 30.

"We're building a broad outreach campaign that reinforces to Southern Californians just how serious the drought is," said Metropolitan General Manager Jeffrey Kightlinger.

"Southland consumers and businesses have certainly made significant improvements in using water more efficiently over the past 20 years, for which we thank them. This drought, however, compels all of us to take water conservation to the next level by incorporating permanent changes to ensure we conserve water—particularly outdoors, where up to 70 percent of water is used," Kightlinger said.

Dubbed the "Don't Waste Another Minute Wasting Water" campaign, the television ads will air on Los Angeles and San Diego area stations through Sept. 28. The spots join radio advertisements and traffic report sponsorships on English, Spanish, Mandarin, Cantonese, Vietnamese and Korean stations.

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The two new television spots present California as a golden-colored, full-bodied mascot in the shape of the state. In one spot, she's dismayed and discouraged as people waste water in and around their homes before easy and practical water-saving practices are embraced, showing love for California. The second ad features a man proclaiming all he's prepared to do to save water and save his relationship with California.

"This campaign taps into people's love for California and our lifestyle," said Renee Fraser, chief executive officer of Fraser Communications, which created the campaign for Metropolitan.

"Knowing that people are already conserving, we found a way to move people into a higher level of conserving, like replacing a section of their lawn with California Friendly® plants," Fraser added. "This campaign promotes the idea of being California Friendly as a way of life."

The ad buy is part of \$5.5 million authorized by Metropolitan's Board of Directors in March for a regional communications, outreach and advertising campaign aimed at promoting greater water awareness and encouraging additional conservation.

Along with the television and radio spots, Metropolitan's water-saving message will be the focus of specialized "Water Wise Wednesdays" segments offering conservation tips on television and radio stations as well as on-line advertising. The campaign also will feature focused billboard and movie theater advertising.

In addition, in a parallel education effort, Metropolitan will use the tagline "Water is Serious Business" to deliver more complex messages, using long-form formats to delve into related water reliability issues.

More information on water-saving tips and rebates for conservation devices is available at [bewaterwise.com](http://bewaterwise.com).

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*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.*