



*The Metropolitan Water District of Southern California*

# NEWS RELEASE

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## METROPOLITAN TO PARTNER WITH SOUTHERN CALIFORNIA ENVIRONMENTAL, CONSERVATION ORGANIZATIONS ON #WATERYOU DOING SOCIAL MEDIA CAMPAIGN

### **Eleven-day hashtag campaign aimed at promoting water conservation events, activities across region**

A unique partnership between Southern California's primary water import agency and many of the region's most active and influential community, environmental and conservation organizations will launch an 11-day Twitter campaign to spread water-saving messages beginning next Wednesday, Sept. 9.

The campaign—teaming the Metropolitan Water District of Southern California with groups including Heal the Bay, San Diego Coastkeeper, L.A. Works, Amigos De Los Rios, WeTap, LA Waterkeeper—revolves around the hashtag #WaterYouDoing to find out how Southern Californians are saving water.

Running through national Coastal Cleanup Day on Sept. 19, the campaign will have new water themes every day and feature graphic elements. Each organization will post original tweets and other social media communications daily. The campaign also will cross-promote the events of the other organizations.

“This is a great opportunity to engage with Southern California's conservation community to share information about activities, programs and ideas to save and protect our water supplies,” said Metropolitan General Manager Jeffrey Kightlinger. “Using social media, we can engage a broad audience in conversations with millions of people throughout the region about saving water now and into the future.”

The hashtag #WaterYouDoing is a question meant to invite other people and organizations to participate.

“Heal the Bay is excited to collaborate with L.A.’s water leaders in promoting water conservation and recreation in a different kind of way,” said Heal the Bay’s Communications Manager Nick Colin.

Daily posts and activities will encourage followers to share the ways they are conserving, cleaning up the environment and participating in community activities.

"Finding new ways to reach out to Southern California residents about water conservation is essential to fighting the drought," said Rachel Stich, Communications Director for Los Angeles Waterkeeper. "LA Waterkeeper is thrilled to be a part of this collaboration that promotes conservation from a new, unique perspective."

The goal is to use social media to spread the word about saving water not just during this historic drought but as a permanent part of our way of life.

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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.*