



The Metropolitan Water District of Southern California

NEWS RELEASE

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**METROPOLITAN LAUNCHES SERIOUS WATER-SAVING MESSAGE
IN MOST EXTENSIVE OUTREACH, EDUCATION EFFORT IN DISTRICT HISTORY
“It’s Time to Get Serious” water conservation campaign kicks off
on more than 40 radio stations throughout Southern California**

Under the tagline, “It’s Time to Get Serious,” the Metropolitan Water District of Southern California today launched the first round of radio advertisements as part of the largest public outreach and education effort in the agency’s history to urge consumers and businesses to voluntarily save water during this record dry year.

Metropolitan began delivering its water-saving message in 10-second radio traffic sponsorships on more than 40 radio stations throughout Southern California. The campaign will be augmented next week with advertisements in 19 newspapers, as well as 30- and 60-second radio spots offering specific conservation tips and sending listeners to the “bewaterwise.com” Web site for additional water-saving suggestions.

“The sober conservation message being delivered through this sustained campaign underscores the considerable water supply challenges facing California should these record dry conditions carry on into 2008,” said Metropolitan General Manager Jeff Kightlinger.

“Although we have enough imported water to meet demands this year, we are having to tap our reserves to do so. We’re looking to consumers and businesses to voluntarily save water to stretch our supplies,” he said.

Through the campaign initiated today, Kightlinger said Metropolitan hopes to continue the momentum generated by the district’s concentrated five-week, spring campaign, which encouraged conservation by offering a variety of simple tips for inside and outside the home, such as shortening shower times and reducing outdoor watering cycles.

“The latest run of ads will enlighten consumers on how fixing a leaking faucet or washing only full loads of laundry saves water. In the end, every drop of water conserved is a drop that can be saved for future dry times,” he added.

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Metropolitan's regional public education, communications and advertising campaign will use radio, print and on-line advertising, along with an extensive media and community outreach effort. The multi-pronged, yearlong campaign will call for voluntary water conservation, promote water-saving rebates and incentives, and educate the public about the uncertainties of future supplies.

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The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving 18 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.