



The Metropolitan Water District of Southern California

NEWS RELEASE

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May 1, 2008

METROPOLITAN CELEBRATES WATER AWARENESS MONTH

With water-saving messages in television, radio and print advertisements throughout Southern California setting the tone, Metropolitan Water District officials today heralded the importance of using water wisely and efficiently as the state kicks off Water Awareness Month.

“For years, the water community has advanced and promoted the need to appreciate, conserve and protect our water resources by proclaiming May as Water Awareness Month. The truth is that every day—especially in Southern California—should be water awareness day because our lives and livelihoods are built on the availability of reliable water supplies,” said Timothy F. Brick, chairman of Metropolitan’s Board of Directors.

“Water Awareness Month provides an opportunity to appreciate our water resources and challenge ourselves to better use and protect our available supplies,” Brick said. “Designating certain days, months or even years for a cause establishes a rallying point to draw attention to something important. In this case, Water Awareness Month provides a forum for all of us to discuss, collaborate and explore ways to use our water resources to the greatest benefit.”

The California Water Awareness Campaign is a year-long effort by organizations throughout the state to heighten public awareness of water and the role water agencies and other organizations and entities play in the conservation, management, supply, quality and distribution of water.

Faced with unprecedented supply challenges in 2008 and beyond, Metropolitan earlier this month launched its latest series of advertisements urging residents to cut outdoor watering at least one day a week and help preserve Southern California’s water reserves.

Scheduled to run through July 13, the spring “Cut Your Water Use” campaign includes 10-second television spots, 60-second radio advertisements and 30-second public service announcements, as well as print and on-line ads throughout the district’s six-county service area.

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The snowpack in the Sierra Nevada is below average this year. Additionally, Southern California is experiencing supply impacts from a federal court decision that have reduced the availability of deliveries from the Sacramento-San Joaquin Delta by about 30 percent to address declining populations of Delta smelt. And, with the Colorado River recovering from a severe drought, surplus supplies from the Colorado River will not be available to Metropolitan in 2008.

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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.