



News Release

FOR IMMEDIATE RELEASE

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Monte Vista Water District Launches Water Use Efficiency Campaign

***“Water You Doing...” campaign asks residents to embrace everyday
behaviors for water conservation***

MONTCLAIR, CA This fall, Monte Vista Water District launched a new public awareness campaign that encourages residents to preserve the state’s limited water resources and embrace conservation as a way of life. “Water You Doing...” the campaign’s theme, emphasizes the many ways that people can conserve water by making simple decisions at home.

Although California received some rainfall last winter, the state has entered its sixth year of drought and dry conditions are predicted to continue. With a concerning long-term outlook and changing climate, Gov. Jerry Brown released an executive order on Nov. 30 that will make conservation a way of life in California. The new framework aims to make the state a more resilient and efficient user of water resources, permanently prohibiting wasteful practices such as hosing off sidewalks and watering lawns in a manner that causes runoff. As such, water efficiency is essential to ensure water reliability for years to come.

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The new campaign was developed to give water users a fun and unique way to look at water conservation. It promotes permanent changes in water-use behavior and encourages customers to use water wisely every day.

“Our hope is that our customers will be inspired to make a lifelong commitment to saving water at home, at work and in their communities,” said President of the Board of Directors, Sandra Rose. “We are asking everyone to do their part – not just under emergency conditions.”

The bilingual English and Spanish campaign includes a series of ads that focus on six main themes that build on MVWD’s existing water use efficiency programs. Over the next year, the community can expect to see the ads in their water bills, on the District website and social media pages, as well as in email blasts, newsletters and print publications.

In addition to water-use efficiency tips, the campaign offers opportunities to sign up for water-use efficiency clinics and rebate programs for low-flow toilets, washing machines, sprinklers, irrigation devices, and rain barrels.

Visit www.mvwd.org to learn more about the “Water You Doing...” campaign, and like the District’s Facebook page at www.facebook.com/mvwd to see it in action.