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NEWS RELEASE

For Immediate Release
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Do you have a beautiful, water-efficient garden?

RWA Seeks Water-Efficient Gardeners to Star in Regional Advertising Campaign

SACRAMENTO—The Regional Water Authority (RWA) and local water providers invite Sacramento-area residents to show off their “Blue Thumb” by starring in its new television and radio advertising campaign promoting water efficiency. ¹

“We’ve all heard of ‘Green Thumb,’ which is often used to describe someone who has a natural skill for gardening,” said RWA Water Efficiency Program Manager Linda Higgins. “Our campaign will showcase people who have a ‘Blue Thumb’—a talent for creating a beautiful water-efficient landscape.”

The campaign will feature residents in their own garden talking about how they earned their Blue Thumb by using water efficiently outdoors through every-day tasks such as making sure sprinklers water the lawn instead of the sidewalk, adjusting their irrigation system according to the season or using a shut-off valve on their hose.

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¹ *Outreach campaign funded in part by the Department of Water Resources 2008 Urban Drought Assistance Grant Program.*

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“In the Sacramento region, more than half of the urban water used is for landscape irrigation,” Higgins said. “Making sure landscape irrigation is efficient and eliminating water waste outdoors are two of the most cost-effective ways to stretch our limited water supplies and ensure that we continue to have sufficient water for the Sacramento region to prosper.”

RWA invites residents to nominate themselves, a neighbor or someone they know who has a beautiful, water-efficient landscape to be showcased in the public service campaign. A water-wise landscape uses efficient irrigation, seasonal scheduling and efficient design to ensure water is not wasted.

“We know through research that Sacramento-area residents care about water efficiency—even when our local rivers, streams and creeks appear full,”² Higgins said. “We are looking for people who are ready take a stand and say, ‘We care about the Sacramento region. We know water efficiency is important to the health of our community, as well as the health of our local rivers creeks and streams. We take care to water our landscape as efficiently as possible, and you can too.’”

While a garden full of native or drought-tolerant plants is a plus, the campaign will highlight the every-day best practices people use to keep their landscape both water wise and beautiful. Examples include:

- Making sure sprinkler timers are set according to the season and local watering guidelines.
- Adjusting sprinklers and watering times to prevent overspray and runoff.
- Fixing water-wasting problems in the irrigation system quickly.
- Using a shut-off valve on a hose nozzle.

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² A telephone survey of 604 adults within the RWEPP participant area (Sacramento, Placer and El Dorado counties plus the city of West Sacramento) commissioned by RWA in September 2009 found that 88 percent of those surveyed believe water conservation to be important, and more than 90 percent of residents surveyed said water conservation is important even with local lakes, rivers and streams are full. The survey’s margin of error was +/- 4 percent.

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- Using a broom instead of water to clean driveways, patios and sidewalks.
- Checking the irrigation system every month for leaks and broken sprinkler heads.

To qualify to participate in the campaign, residents must receive water from one of the local water providers who participate in the RWA Water Efficiency Program (see list below). For more information and to download a nomination form, please visit www.rwah2o.org

Nomination/entry forms will be accepted through February 22. RWA's water efficiency campaign will launch in April and run through August 2010.

About the Regional Water Authority: *The RWA is a joint powers authority representing 19 water providers in the greater Sacramento area. Its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources.*

RWA Water Efficiency Program Participants:

California American Water

Elk Grove Water Service

Carmichael Water District

Fair Oaks Water District

Citrus Heights Water District

Golden State Water Company

City of Folsom

Orange Vale Water Company

City of Lincoln

Placer County Water Agency

City of Roseville

Rio Linda/Elverta Community Water District

City of Sacramento

Sacramento County Water Agency

City of West Sacramento

Sacramento Suburban Water District

El Dorado Irrigation District

San Juan Water District

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Nomination to Star in the RWA 2010 Water Efficiency Advertising Campaign

The Regional Water Authority (RWA) is searching for Sacramento-area residents to feature in its new television and radio advertising campaign promoting water efficiency. ¹ The campaign will showcase residents in their own garden talking about how they use water wisely outdoors through every-day tasks such as making sure sprinklers water the lawn instead of the sidewalk, adjusting their irrigation system according to the season or using a shut-off valve on their hose. RWA invites residents to nominate themselves, a neighbor or someone they know who has a beautiful, water-wise landscape to be showcased in the public service campaign.

Please complete and return this nomination form to Linda Higgins, Water Efficiency Program Manager via e-mail at lhiggins@RWAh2o.org or fax at (916) 967-7322 by **Monday, February 22, 2010**.

Nominee: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ E-mail address: _____

Nominator (if different from above): _____

Address: _____

City/State/Zip: _____

Phone Number: _____ E-mail address: _____

Please describe why you believe the nominee should be featured in RWA's new television and radio advertising campaign? (provide extra sheet, if necessary)

Note that the nominee must be available to film the advertisement between March 1-12, 2010.

¹ Outreach campaign funded in part by the Department of Water Resources 2008 Urban Drought Assistance Grant Program.



Additional Information

While a garden full of native or drought-tolerant plants is a plus, the RWA Water Efficiency Advertising Campaign will highlight every-day best practices people use to keep their landscape both water wise and beautiful. Examples include:

- Making sure sprinkler timers are set according to the season and local watering guidelines.
- Adjusting sprinklers and watering times to prevent overspray and runoff.
- Fixing water-wasting problems in the irrigation system quickly.
- Using a shut-off valve on a hose nozzle.
- Using a broom instead of water to clean driveways, patios and sidewalks.
- Checking the irrigation system every month for leaks and broken sprinkler heads.

Terms and Conditions

- To qualify to participate in the campaign, nominees must receive water from one of the local water providers who participate in the RWA Water Efficiency Program (see list below).
- Nomination/entry forms will be accepted through February 22, 2010.
- Participants will be announced by March 1, 2010.
- Filming will take place March 1-12, 2010, and nominees must be able to schedule at least one full day during this period to be eligible.
- Participants will be featured in a 30-second television advertisement/PSA. There is no guarantee that a participant will actually appear in an advertisement/PSA.
- The advertisement/PSA is expected to be broadcast April-August, 2010.
- The RWEF expects to include up to four participants in the television advertisement/PSA.
- Selected participants must own and occupy the yard to be featured in the television advertisement/PSA.
- Selected participants must sign a release and waiver of liability provided by RWEF and agree to assign all rights to RWEF to own and publish photographs, audio and video recordings and testimonials of the participants, other occupants of the home, and photos of featured person/landscape in any future RWEF promotions and advertisements.
- Selected participants must have no negative prior history with any RWEF participant agency (for example, legal action by or against a participant agency in which the winner was found to be at fault or delinquent bills for water service).
- Participation in this campaign is strictly voluntary and no compensation will be provided to participants for use of their names, images or properties.

RWA Water Efficiency Program Participants:

*California American Water
Carmichael Water District
Citrus Heights Water District
City of Folsom
City of Lincoln
City of Roseville
City of Sacramento
City of West Sacramento
El Dorado Irrigation District*

*Elk Grove Water Service
Fair Oaks Water District
Golden State Water Company
Orange Vale Water Company
Placer County Water Agency
Rio Linda/Elverta Community Water District
Sacramento County Water Agency
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