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## NEWS RELEASE

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# RWA "Blue Thumb" Campaign Earns Gold Award from the Sacramento Public Relations Association

**SACRAMENTO--** The Regional Water Authority (RWA) Water Efficiency Program received top honors for public outreach from the Sacramento Public Relations Association (SPRA) for its Blue Thumb water-efficiency outreach program.

SPRA honored RWA's Blue Thumb campaign with a Gold CAPPIE Award in the competitive "Continuing Public Relations Program" category for creative, innovative and results-driven work in 2011.

The campaign encourages Sacramento-area residents to earn their "Blue Thumb" by making a personal commitment to using water wisely outdoors, where most household water use--and water waste--occurs. The campaign demonstrates how community influencers, landscape experts and neighbors earned their Blue Thumb and encourages others to do the same. It also celebrates and shares the stories of those who are passionate about outdoor water efficiency.

The Blue Thumb campaign was developed by public relations firm IN Communications in partnership with MediaLine Communications, FRAUSE and Magma Creative.

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SPRA also honored the campaign's Blue Thumb blog with a Silver Award in the "New Media-- Blog" category. Written by sustainable landscape experts, the Blue Thumb blog is the Sacramento region's only blog focused on River-Friendly, water-efficient landscaping.

The SPRA CAPPIE awards honor the Sacramento region's best public relations work. Entries were evaluated by a panel of judges selected for their expertise in the public relations field.

For more information about free water-efficiency services and rebates, and to take the Blue Thumb pledge, visit the Be Water Smart Web site at [bewatersmart.info](http://bewatersmart.info).

***About the Regional Water Authority:*** *RWA is a joint powers authority representing 24 water providers and affiliates 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.*

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