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NEWS RELEASE

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RWA "Blue Thumb" Campaign Earns Top Honors from Business Communicators

SACRAMENTO-- The Regional Water Authority (RWA) Water Efficiency Program received top honors for public outreach from the International Association of Business Communicators (IABC) Sacramento for its Blue Thumb water-efficiency outreach program.

IABC honored RWA's Blue Thumb campaign with a Crystal Award in the competitive "Overall Communications Program" category and another Crystal Award in the "Social Media" category for creative, innovative and results-driven work in 2011.

"Reaching our water customers is critical to achieving our water efficiency goals," said RWA Executive Director John Woodling. "It's exciting to be recognized for the effectiveness and creativity of our outreach efforts."

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.

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The Blue Thumb blog is the Sacramento region's only blog focused on River-Friendly, water-efficient landscaping. The blog is written by sustainable landscape experts.

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

The IABC Crystal awards honor the Sacramento region's best public relations work. Entries were evaluated by a panel of judges selected for their expertise in the business communication field and judged on achievement, creativity and quality of work.

The two Crystals bring the total awards for the Blue Thumb campaign and blog to five: The campaign was also honored by the Sacramento Public Relations Association (SPRA) with a Gold Award for "Continuing Public Relations Programs" and Silver Award for "New Media-Blog" and by the California Association of Public Information Officials (CAPIO) with an Award of Distinction in the "Campaigns/Programs: Marketing/Communications" category.

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.

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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