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## NEWS RELEASE

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# Regional Water Authority Launches New "Drought Champs" Campaign

*Program thanks residents for outstanding conservation efforts and  
encourages further action*

**SACRAMENTO**--The Regional Water Authority (RWA) today is launching a new public-service campaign to thank residents for their outstanding water conservation efforts during California's historic drought and to encourage further reductions.

The campaign, which will feature messages in radio and print advertising, as well as a digital billboard display, will applaud residents as "Drought Champs," leading the state in water use reductions and asking them to conserve even more.

"Residents and businesses here in the Sacramento region answered the call to conserve," said RWA Water Efficiency Program Manager Amy Talbot. "They truly deserve to be called 'Drought Champs' for their outstanding efforts."

In August alone, customers conserved 22 percent overall, compared to the same period last year, according to data submitted to the Regional Water Authority and State Water Resources Control Board.

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Since January, the Sacramento region has saved 20 billion gallons of water, which is enough water to meet the drinking



water needs of 150,000 families for a year or to wash 666 million loads of laundry.

"We're making a big difference but we must do more--even normal or above-average precipitation is unlikely to erase the effects of three dry years," Talbot said. "Now is the time to reduce sprinklers even further, even if you're already on a reduced watering schedule. Shorter days, cooler temperatures and moisture from fog and rain mean that your landscape needs less water."

Talbot warned that it may become harder and harder for the region to achieve the same level of savings during wintertime. "Residents have been able to achieve significant water savings by limiting landscape watering during the spring and summer," Talbot said. "As sprinklers are turned off for winter, the opportunities to conserve become more limited. It will be important for everyone to take a serious look at reducing water use indoors."

Steps residents and businesses can take to conserve indoors include:

- **Finding and quickly repairing leaky toilets and faucets.** The U.S. Environmental Protection Agency estimates that more than 10,000 gallons of water is wasted in homes each year because of leaks (enough water needed to wash 270 loads of laundry).

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- Replacing older toilets, clothes washers, dishwashers and aerators with high-efficiency models, or by upgrading water-wasting sprinklers and irrigation equipment. Many water providers offer rebates to help offset costs.

For more information about rebates, as well as tips for using less water at home and work, visit [BeWaterSmart.info](http://BeWaterSmart.info) or call 1-888-WTR-TIPS.

**About the Regional Water Authority:** RWA is a joint powers authority representing two dozen 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.

