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## NEWS RELEASE

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# Show Us Your Drought Face!

*Your whiskers might be featured on a digital billboard*

**SACRAMENTO--** The Regional Water Authority (RWA) and local water providers are inviting residents to show off their Drought Face by showing off their whiskers this winter.

Beards save water—about 5 gallons per shave. A Drought Face symbolizes all of the small actions residents are taking to conserve water this winter that add up to big savings, like skipping a shave or two and taking shorter showers.



"Those actions might not seem like much, but they all add up, which is important as California faces a fourth year of drought," said RWA Water Efficiency Program Manager Amy Talbot.

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Residents can enter the Be Water Smart sweepstakes simply by putting down the razor and growing or creating a beard, then posting a photo of their stubble to the sweepstakes entry page at <http://woobox.com/kpezgs>. Another way to enter is by sharing stories and photos about the small actions they're taking to save water--like turning off the sprinklers for the winter or the faucet when brushing teeth.

Selected Drought Faces will be featured on a digital billboard at Cal Expo and Business 80. The deadline to enter is January 18, 2015. Read all of the sweepstakes rules and



guidelines, learn more about Drought Face and tips for saving water at the Be Water Smart Facebook page at <https://www.facebook.com/bewatersmart> or [www.BeWaterSmart.info](http://www.BeWaterSmart.info).

***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.

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