



*Wednesday, September 12, 2007*

## ACWA Launches Multi-Million Dollar Public Education Program On State's Water Crisis

The Association of California Water Agencies (ACWA) today announced the launch of a statewide public education program, entitled "**California's Water: A Crisis We Can't Ignore**," [www.calwatercrisis.org](http://www.calwatercrisis.org), to educate Californians about critical challenges now confronting the state's water supply and delivery system, including a deepening crisis in the Sacramento-San Joaquin River Delta (Delta) and a recent court-ordered massive reduction in our statewide water supply.

Despite the seemingly high degree of interest among policy makers, the public at large seems unaware of critical water problems facing California today and their potential impact on our economy, environment and lifestyle.

Drawing on successful models for other key public policy issues, the multi-million dollar education program will reach the public directly through television, radio and print advertising, as well as through the Internet and community outreach. The effort will continue through 2007. You may hear the first program radio ad that began airing statewide today at [www.calwatercrisis.org](http://www.calwatercrisis.org).

Additional information on this program in English and Spanish can be obtained at [www.calwatercrisis.org](http://www.calwatercrisis.org).

Those interested in partnering with ACWA on outreach efforts may contact Scott Adams, the program's Statewide Outreach Director, via phone at (818) 760-2121, or via email at [sadams@redgatecommunications.com](mailto:sadams@redgatecommunications.com). You may also contact Yvette Martinez, the program's Latino Outreach Director, via phone at (323) 254-5700, or via email at [yvette@progressivestrategypartners.com](mailto:yvette@progressivestrategypartners.com).