



*Tuesday, October 23, 2007*

## California's Water Crisis: DELTA Fact Sheet

The Association of California Water Agencies (ACWA) is conducting an ongoing statewide public education program, entitled "[California's Water: A Crisis We Can't Ignore](http://www.calwatercrisis.org)," [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.

### **PROBLEM FACT SHEET: SACRAMENTO-SAN JOAQUIN DELTA**

In the coming months, our program updates will include a new fact sheet on one of the many threats that our state's water supply and delivery system faces. This week's fact sheet focuses on the Sacramento-San Joaquin River Delta (Delta), a key link in the water system that serves most Californians. A natural estuary of more than 738,000 acres, the Delta is the pathway through which more than 25 million people and 2.5 million acres of productive farmland receive their water. Unfortunately, this important resource is in an ecological crisis that threatens people, as well as the environment. You may read more at [Sacramento-San Joaquin River Delta fact sheet](#).

### **INFORMATIONAL BROCHURES AVAILABLE**

Many of you have asked for additional information to distribute to your constituents, members and employees in the workplace or at your annual conferences and meetings. To accommodate your requests, we have created the attached program brochure. You may use and reproduce the attached PDF file or you may order copies from us by contacting Kym Belzer at 818.760.2121 or via email at [kbelzer@redgatecommunications.com](mailto:kbelzer@redgatecommunications.com).

### **POST A BANNER LINK**

In an attempt to increase the visibility of the television ads and [the awareness program](#), [www.calwatercrisis.org](http://www.calwatercrisis.org), we are asking that organizations like yours partner with ACWA by posting the attached banner link to your organization's webpage. The banner link has been designed to look and feel like the program website. Your technical/IT personnel should be able to easily accomplish this upload.

### **CONTACT FOR PARTNERING OPPORTUNITIES**

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 [scott@calwatercrisis.org](mailto:scott@calwatercrisis.org).