



Monday, September 17, 2007

California's Water Crisis: New Television Ad & Banner Link

The Association of California Water Agencies (ACWA) last week launched a statewide public education program, entitled "**California's Water: A Crisis We Can't Ignore**," 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.

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.

TELEVISION AD LAUNCHED STATEWIDE

Today, ACWA began airing the first television advertisement in a series of ads designed to educate Californians about the state's water crisis. The 30-second ad, titled "[Water Crisis](#)" will air statewide in all major markets in California.

The [television ad](#) features images of the Delta, where a deepening crisis threatens the water supply of tens of millions of Californians and a critical eco-system. The disastrous consequences facing Californians are described in the ad's narration: ".the Delta -hub of our water storage and delivery system - can't withstand a major earthquake or Katrina-type flood, a fact that threatens 25 million residents with massive water shortages for up to two years."

POST BANNER LINK

In an attempt to increase the visibility of the television ads and the [awareness program](#), 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.

We hope that you will participate in this crucial effort to increase public awareness of the water crisis. This is just one of many ways that you and your organization can help with this important program.

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 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.