



October 2, 2007

California's Water Crisis: New TV Ad Airs Today

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, 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.

NEW TELEVISION AD LAUNCHED

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

The ad features Dr. Jeffrey Mount, Professor of Geology at the University of California, Davis. In the ad, Mount says of the state's current water system: "It could be a major storm. It could be a major earthquake. It could be a major drought. This water supply infrastructure is so fragile at this point, it's undoubtedly going to break sometime in the future."

POST A 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.

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@calwatercrisis.org.

Please visit www.calwatercrisis.org.