



*Wednesday, September 26, 2007*

## California's Water Crisis: New Permanent Web Site and Newsletter Article

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," [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. 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.

### **PERMANENT WEB SITE LAUNCHED**

Today, ACWA launched a new permanent web site for the "California's Water: A Crisis We Can't Ignore" public education program, [www.calwatercrisis.org](http://www.calwatercrisis.org). The new web site will be a resource of information on both the program and the crisis we are facing today. Right now, you can visit our web site to download information on the program, watch our TV ad, read recent news articles on the crisis and catch up on our weekly email updates. Visit [www.calwatercrisis.org](http://www.calwatercrisis.org) today and check back regularly for updates to the site.

### **PUBLISH A NEWSLETTER ARTICLE**

In an attempt to increase awareness of the water crisis and the information available via the "California's Water: A Crisis We Can't Ignore", [www.calwatercrisis.org](http://www.calwatercrisis.org), we are asking that organizations like yours partner with ACWA by publishing the attached newsletter article in your organization's next print or e-newsletter.

### **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](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).