



Wednesday, October 10, 2007

Two New TV Ads Launched, New Brochure

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.

TWO NEW TELEVISION ADS LAUNCHED

Today, ACWA began airing the third and fourth television advertisements in a series of ads designed to educate Californians about the state's water crisis. The 30-second ads, titled "[Family Farmer](#)" and "[Half Empty](#)" will air statewide in all major markets in California.

"[Family Farmer](#)" features Jim Beecher, a family farmer from the Central Valley, discussing the impact the water crisis is having on agriculture in California and the need to fix our broken delta, "Our water's been cut, and it's going to be cut again...The Sacramento Delta is the hub of our state's water delivery system . and it's broken."

"[Half Empty](#)" discusses many of the factors that have contributed to California's current water crisis, "The reality is that drought and climate change have already left us with a glass that is half empty.and our state's fragile water storage and delivery systems are barely holding their own."

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 following [program brochure](#). You may download and reproduce the program brochure PDF file from our website or you may order copies from us by contacting Kym Belzer at 818.760.2121 or via email at 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, 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.