



For Immediate Release

“A Summer Must, Only Water After Dusk”

Consortium of water agencies launch summer water conservation campaign

RIVERSIDE, CALIF. ~ June 20, 2007 ~ A new summer conservation campaign for Western Riverside County will launch just in time for the first day of summer on June 21. During the hot summer months, consumers are being urged to pay close attention to water use with a focus on outdoor watering practices. "A Summer Must, Only Water After Dusk" is the campaign slogan and encourages watering only after dusk, for 15 minutes, 4 times a week*. The community outreach campaign is sponsored by six local water and power utilities.

The need to conserve water has been brought on by several factors. "Southern California is currently experiencing its driest year on record," says Tedi Jackson, public information officer for the Western Municipal Water District. "We have received only 3.21 inches of rainfall since July 1, 2006. Normal rainfall is 15 inches. This is particularly troubling as we head into the dry, hot summer months. On top of that, a northern California pumping plant, which supplies a major portion of our water, was temporarily shut down May 31 because an endangered fish species, the Delta smelt, had migrated too close to the pumps. The plant has resumed modified pumping operations as of this weekend. However, the situation in the Delta is still being very closely monitored by the California Department of Water Resources," Jackson says.

As much as 60 percent of residential water use takes place outdoors, Jackson indicates. "As the weather warms, we tend to over water or water during the most inefficient times of the day," she says. "Watering landscapes after dusk when the weather cools enables water to soak deeply into the soil, giving plants and lawns the moisture and nutrients necessary to grow. In contrast, water is quickly lost to evaporation when watering during the heat of the day. Plants don't get the kind of moisture they need. Residents, as well as businesses, are needlessly paying high water bills for water that is essentially wasted."

Sponsoring the education campaign are: Corona Department of Water & Power, Eastern Municipal Water District, Elsinore Valley Municipal Water District, Rancho California Water District, Riverside Public Utilities and Western Municipal Water District. This marks the first time these water and utility companies have joined forces. "By pooling our resources and coordinating our efforts, we have created a cohesive message that we hope will reach all Western Riverside County residents," says Peter Odencrans, senior public affairs officer at Eastern Municipal Water District. "Although the 'Water After Dusk' campaign is summer specific, we hope we can continue the education efforts year round."

The campaign officially begins in concert with the 4th Annual Water Symposium at Morongo Casino Resort & Spa on Thursday, June 21 (www.rivcoh2o.com/home.php) and runs through mid-August. The promotion includes newspaper and radio advertising, utility bill mailers, a website and web banners.

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For more water conservation tips, go to www.EnoughH2o.com. The public can also visit Landscapes Southern California StyleSM (450 E. Alessandro Blvd., Riverside), Western Municipal Water District's one-acre water conservation demonstration garden center. The center includes more than 250 varieties of water-efficient plant species for Western Riverside County and water-wise landscapes. The garden is open daily from 10 a.m. to 4 p.m.

* **15 minutes, 4 times a week** is suitable for the most common sprinkler systems - fixed spray (i.e. pop-up heads that have a constant spray) - installed in typical single family homes. For more details on watering schedules, consumers should visit the campaign web site, www.EnoughH2o.com.

For more information about the campaign or the agencies involved, please contact:

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