



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

PRESS RELEASE

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PWD'S *LUV OUR H2O* DROUGHT CAMPAIGN WINS PR AWARD

Palmdale, CA – Palmdale Water District (PWD) is pleased to announce that its Public Affairs team was recognized with a top award at the PRSA-LA 2022 PRism Awards event for its *Luv Our H2O* drought campaign. The win was in the category of Community Relations, Government.

In its 58th year, the Public Relations Society of America – Los Angeles (PRSA-LA) Chapter's PRism Awards is the region's premier awards program recognizing excellence in public relations strategic campaigns, tactical programs and professional merit. This year's winners were selected by an independent panel of judges from the West Michigan Chapter of PRSA.

"It is a great honor to receive this award from an organization that has more than 500 top public relations professionals in Los Angeles," said Public Affairs Director Judy Shay. "We are a small but mighty team making an

(more)

impact with our creativity behind the *Luv Our H2O* drought campaign. We share this honor with our co-workers who helped in many of our events.”

The campaign began in April 2021 when California was experiencing its second consecutive dry winter. PWD decided to start reaching out to residents to inform them about water conservation and ask for voluntary cutbacks to ensure that water supply was sufficient for the year. Although there were no other water agencies in the area sending out conservation messages at that time, the *Luv Our H2O* campaign was launched to prepare for possible water supply shortages.

Using the logo and tagline, various marketing collateral were created, including blue buckets, banners, tote bags, T-shirts and brochures. The blue buckets served as an effective drought messenger and a tool for people to use to save water.

The latest water conservation number for September was nearly 20% compared to the same month in 2020. The state mandate is 20%.

Since 1918, the Palmdale Water District has provided high-quality water at a reasonable cost. We pride ourselves on providing great customer care; advocating for local water issues that help our residents; educating the community on water-use efficiency; and leading our region in researching and implementing emerging technologies that increase operational efficiency. For more information about PWD, visit www.palmdalewater.org.

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