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RWA Wins Crystal Award for Community Outreach Efforts *Water Efficiency Program Gets Top Honors for 2006 Activities*

SACRAMENTO, Calif. – The Regional Water Authority’s Water Efficiency Program won top honors for its community outreach “Be Water Smart” program last week from the International Association of Business Communicators (IABC), Sacramento Chapter.

The award in the “overall communications program” category recognized the Water Efficiency Program for creative, innovative and results-driven outreach efforts in 2006. The efforts included a new regional hotline 1-888-WTR-TIPS in both English and Spanish to connect local residents, landlords and business owners with services and incentives such as toilet rebates and clothes washer rebates from local water utilities. Other elements included a public information campaign, advertising and media outreach activities aimed at encouraging more than 1.7 million water customers to “Be Water Smart.”

“Water is the most valued resource in our region, and as a region we are committed to using it as efficiently as possible,” RWA Executive Director Ed Winkler said. “Public education and outreach is a key part of that commitment. We are pleased to receive this recognition for our efforts.”

The IABC Crystals honor regional excellence in the field of communications.

RWA is a joint powers authority representing 22 water providers in the greater Sacramento area. Its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources. For more information, see www.rwah2o.org.

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