



Orange County Water Hero Program

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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DURING DRY TIMES EVEN YOUNGEST WATER USERS NEED TO CONSERVE

New Program Teaches Elementary Students How to Conserve 20 Gallons of Water a Day

FOUNTAIN VALLEY, Calif. – (Oct. 15, 2007) Due to increasingly dry conditions, Sacramento- San Joaquin Bay-Delta cutoffs and no sign of significant rain in Southern California, the Orange County Water District (OCWD), the Municipal Water District of Orange County (MWDOC) and the family of Orange County water agencies recently launched the O.C. Water Hero Program to encourage even the youngest water users to curtail water usage.

The program teaches children in kindergarten through sixth-grade simple ways to conserve 20 gallons of water per day. To become O.C. Water Heroes, kids pledge to save water by doing things like turning off the water when brushing their teeth and taking five minute or less showers.

“While we have enough water right now, conserving our precious supplies in dry times like these is an absolute must,” said Susan Hinman, president of MWDOC.

OCWD President Philip Anthony agreed saying, “Educating children on how to be more water wise leads to more water efficient adults.”

After pledging to save, each O.C. Water Hero receives a kit filled with activity sheets, water saving tips and prizes including shower timers, flying discs and “fix-it” tickets to give to water wasters. Kids who get their parents to promise to save 20 gallons a day become water “Superheroes” and are eligible for additional prizes like stickers, t-shirts and magnets with tips to help the whole family save water.

In addition to kids, the program seeks to indirectly reach the primary water consumers. “We believe by educating children we will reach parents as well,” said Anthony. “Children like feeling grown up and showing their parents when they’ve learned something new. We think there will be quite a few parents and siblings receiving “fix-it” tickets for wasting water,” he remarked.

Kids can pledge to become both an O.C. Water Hero and Superhero online at www.ocwaterhero.com or by completing a postage-paid pledge postcard available by calling OCWD at (714) 378-3200, MWDOC at (714) 963-3058 or through other Orange County water agencies.

Elementary school teachers in Orange County can request pledge cards to distribute to their students.

For more information on OCWD, visit www.ocwd.com. For more information on MWDOC, visit www.mwdooc.com.

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*Brought to you by the Orange County Water District, the
Municipal Water District of Orange County, and the family of
Orange County Water Agencies.*

