



ORANGE COUNTY WATER DISTRICT

NEWS RELEASE

FOR IMMEDIATE RELEASE

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“WATER MANUFACTURING PROCESS” PRESENTATION EARNS A GOLD MARCOM AWARD FOR THE ORANGE COUNTY WATER DISTRICT

FOUNTAIN VALLEY, Calif. (Nov. 10, 2016) — The Orange County Water District (OCWD; District) was recently recognized with a 2016 MarCom Gold Award in the Video/Audio category. OCWD was recognized for its 40 minute animated PowerPoint presentation titled “Water Manufacturing Process,” which is used to begin each tour of the Groundwater Replenishment System (GWRS), the world’s largest advanced water purification facility of its kind.

The presentation serves as the foundation of several similar presentations, some animated and some static, which are used onsite at OCWD before tours and out in the community as part of its active speakers bureau program. It is a highly-animated presentation about how Orange County gets its water, how OCWD monitors and ensures high-quality water, and the importance of the many sources of water that go into the large Orange County Groundwater Basin, which supplies 75% of the total water to 2.4 million people in north and central Orange County, California. The presentation also includes the challenges water agencies face to protect water, the investments needed to capture and “make” water, and, finally, the important role citizens play in keeping their water clean and safe.

In 2015, District board members and staff gave more than 200 offsite presentations to community leaders, students and groups. In addition, they provided more than 200 onsite presentations as part of the District’s facilities tour program, hosting nearly 4,000 guests annually. “The goal of OCWD’s water-use efficiency, outreach and education programs is to draw citizens’ attention to the state’s water needs and challenges, teach them useful and simple ways to reduce water consumption and respect this natural resource, and have them make life-long commitments to conserving water,” stated OCWD President Cathy Green. “District staff took a serious and sometimes difficult subject to understand and made it extremely interesting in this presentation. It’s become a great way to educate our guests and we are honored to have been recognized for this achievement.”

The animations included in the presentation feature many different elements including, but not limited to, the State Water Project, how the Orange County Groundwater Basin was formed over millions of years and its geology, and local groundwater basin management. These animations were co-

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designed by OCWD, New WaterResources and Global Visions and Associates as part of a large water exhibit located at the H₂O Learning Center at OCWD, which is open to the general public.

MarCom Awards’ judges reviewed more 6,000 entries from throughout the world for its 2016 creative competition for marketing and communication professionals. Winners were selected from over 300 categories in print, web, video and strategic communications.

MarCom is one of the oldest, largest and most prestigious creative competitions in the world. MarCom is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 22-year-old international organization consisting of several thousand creative professionals. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and community organizations. A list of winners may be found on the MarCom Awards website at www.marcomawards.com. The presentation may be viewed at <http://www.ocwd.com/for-staff/brand-resources/standard-presentations/>.

About OCWD

The District is committed to enhancing Orange County’s groundwater quality and reliability in an environmentally friendly and economical manner. The following cities utilize the groundwater basin managed by OCWD and receive approximately 75 percent of their water supply from it: Anaheim, Buena Park, Costa Mesa, Cypress, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Palma, Los Alamitos, Newport Beach, Orange, Placentia, Santa Ana, Seal Beach, Stanton, Tustin, Villa Park, Westminster and Yorba Linda. For more information about the Orange County Water District, call (714) 378-3200 or visit www.ocwd.com.

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