



For Immediate Release:
July 2, 2007

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Zone 7 Joins Other Bay Area Water Agencies to Launch Regional “Water Saving Hero” Water Conservation Campaign Amidst Statewide Drought

Zone 7 Water Agency on Wednesday joined other Bay Area water agencies to launch an unprecedented regional public education campaign aimed at reminding residents and businesses to curb water use this summer and fall.

The “Water Saving Hero” campaign features ordinary people adopting simple water conservation practices in their everyday lives, and will soon blanket radio and television airwaves, billboards, transit stations, buses, trains and websites throughout the region.

The effort also features a website, www.WaterSavingHero.com, where Bay Area residents can link directly to their local water agency’s conservation tips and cash rebate information. The effort comes as California faces its first statewide drought in 16 years and amidst growing concerns about the future of water supplies from the Delta and other sources.

“After two of the driest winters in our state’s history and with climate change upon us, a regional campaign is a powerful way to remind us all in the Bay Area that water is not an infinite resource and that we all must do what we can to conserve as much as we can – and to avoid wasting water,” said Zone 7 General Manager Jill Duerig. “Fighting this drought is a job for every Bay Area resident and business.”

Zone 7 is the water wholesaler for Pleasanton, Livermore, Dublin and Dougherty Valley in San Ramon, and has requested customers to voluntarily reduce usage this year by at least 10 percent.

The more than \$1 million “Water Saving Hero” campaign is a partnership among eleven Bay Area water agencies and organizations from the nine Bay Area counties, including Zone 7, the Alameda County Water District (ACWD), Bay Area Water Supply & Conservation Agency (BAWSCA), Contra Costa Water District (CCWD), East Bay

Municipal Utility District (EBMUD), Marin Municipal Water District (MMWD), City of Napa, Santa Clara Valley Water District (SCVWD), San Francisco Public Utilities Commission (SFPUC), Solano County Water Agency and Sonoma County Water Agency. The campaign is funded by Bay Area water agencies, but will be reimbursed by a grant from the California Department of Water Resources.

“Drought, struggling ecosystems, aging infrastructure and the effects of climate change are converging to create the most serious water crisis we’ve seen in 50 years,” said Timothy Quinn, executive director of the Association of California Water Agencies (ACWA). “The Bay Area is affected just as much as every other part of the state. Regional efforts like the ‘Water Saving Hero’ campaign and other local initiatives to reduce water use show we can make conservation a way of life without sacrificing our quality of life. Whether you live in San Francisco or San Diego or anywhere in between, taking these steps to reduce water use will make a real difference.”

The campaign ads and billboards will run at least through the summer and early fall 2008. The campaign aims to make Bay Area residents think about short and long-term steps they can take to reduce water use in their home or business. To learn more about the “Water Saving Hero” campaign, view the ads or link directly to your local water agency’s conservation tips and cash rebates, visit www.WaterSavingHero.com. Zone 7’s website can be visited directly at www.zone7water.com.

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