



For Immediate Release

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COUNTY SUPERVISORS PROCLAIM “SHUT YOUR TAP! DAY” FOR ALL OF LA COUNTY

LA County Supervisors join Central Basin in encouraging consumers to be smarter about their water use during water awareness month and throughout the year

COMMERCE, CA —Central Basin Municipal Water District’s *Shut Your Tap!* Campaign has been recognized by the LA County Board of Supervisors during Water Awareness Month. In an effort to bring attention to what Southern California residents can do to protect their most precious natural resource, the County of Los Angeles Board of Supervisors have proclaimed **Tuesday, May 19, Shut Your Tap! Day** throughout Los Angeles County.

Launched in fall 2008, Central Basin’s *Shut Your Tap!* Campaign, or *¡Cierre Su Llave!* is motivating residents to be smarter water users, every day. Today, 26 cities in Los Angeles County have joined the bilingual campaign, pledging to work with the District to help their residents conserve.

“We are honored to have our *Shut Your Tap!* Campaign recognized in this way by the LA County Board of Supervisors,” said Central Basin Board President Ed Vaquez. “With our state’s current water shortage, conservation has never been more important. We hope this day will further encourage all LA County residents to adopt conservation as a way of life.”

Simple ways for local residents to save water include: shortening showers by one or two minutes (save 5 gallons a day), washing only full loads of clothing (save 15 to 50 gallons per load), and using a broom instead of a water hose to clean driveways and sidewalks (save 150 gallons each time).

Central Basin officials believe they may have found the right combination of public education, incentives and free programs to inspire water conservation as a way of life for local residents. The multi-faceted, bilingual campaign includes:

- Partnerships with cities, community-based organizations, and nonprofit groups within Central Basin’s service area
- Bilingual speaker’s bureau (English and Spanish languages)
- Gardening with Blue and Jardinería con Azul, a series of free bilingual gardening and landscaping workshops
- Interactive, web-based water conservation tools
- Pilot programs for large landscape owners

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- Customer rebates
- Media relations and advertising

For more information on ways to reduce water waste both inside and outside the home, visit the campaign website, at www.shutyourtap.org.

About Central Basin: *Central Basin is a public agency that wholesales imported water to cities, mutual water companies, investor-owned utilities and private companies in Southeast Los Angeles County, serving a population of more than 2 million. In addition, Central Basin provides the region with recycled water for municipal, commercial and industrial uses. Formed in 1952, Central Basin is committed to ensuring a safe and reliable water supply for the region. For more information, please visit www.centralbasin.org.*

"Sustainability Through Equity & Partnerships"

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