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Central Basin Website Now in *Español* ***Online access for growing bilingual communities***

Carson, CA – Central Basin Municipal Water District is launching its first Spanish-language website, a comprehensive translation of the popular District website that features Central Basin’s community programs, board updates, rebate opportunities and much more.

With more than 78 percent of the population in Central Basin’s 24-city service area identified to be Spanish-speaking, the new site is yet another tool for the District to better serve its community by broadening its online accessibility and strengthening its relationship with a core demographic.

“This is a true milestone for the District,” said Central Basin Board President Bob Apodaca. “As our service area continues to grow more diverse, it is critical that we find innovative ways of engaging our bilingual audiences, particularly via the web.”

Linked to the District’s current website at www.centralbasin.org, the new section will be a tool for Spanish-speaking residents and business owners to learn about Central Basin and the many services the District provides. Since being redesigned in July 2006, the District website receives an average of 2,000 visits per month, an increase of more than 50 percent from one year ago.

“It was important for us to make this site interactive and informative,” said Apodaca. “We’ve translated everything from our contact information to our conservation tips, and this is just the beginning. We look forward to continuing to build this site with new and exciting features.”

To preview the new Spanish-language website, or for more information about Central Basin Municipal Water District, please visit www.centralbasin.org

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.

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