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Contact:

Kathy Besser

Manager of External Affairs

909.993.1638

kbesser@ieua.org

IEUA Rolls Out Kick the Habit Water Conservation Campaign

Inland Empire, California – In partnership with its member agencies, the Inland Empire Utilities Agency (IEUA/Agency) has launched a new regional public awareness campaign encouraging residents to “Kick the Habit” of wasting water. California is in the middle of one of the most severe droughts on record. Our state needs more than rain, it’s time to change our habits and only use water wisely.

While experts are predicting a strong El Niño, it will not get California out of the drought. As we transition into fall, water conservation remains critical. California has suffered very large rain and snow deficits over the past four years, and needs 150 percent or more of normal rainfall statewide this year to make a major dent in the drought. This historic drought shows 2012-2015 as being recorded as the driest years in California’s history. With climate change, we can expect less snow, higher temperatures, and early snowmelt, meaning less water in the summer and a projected 25% loss of snowpack by 2050.

The campaign concept was developed by IEUA’s marketing consultants, Tripepi Smith & Associates, to increase awareness about the drought and promote long-term changes in water use that will help to ensure the sustainability of the region’s water supply. The immediate goal of this campaign is to communicate the message of conservation to residents in order to meet their cities’ state-mandated conservation goals and meet the Governor’s call for a 25 percent reduction statewide. The long-term goal of the campaign is to increase water conservation and permanently change behavior when it comes to the efficient use of water, not just during times of drought.

"We can all do a little more to save water and this campaign is a great way to engage the community and educate them on new habits to adopt," stated IEUA Board President Terry Catlin. "It’s important we shift our habits now in order to make water conservation a way of life for Californians and to ensure water is available for future generations."

The campaign includes a series of taglines that focus on five main themes:

Kick the Habit – don’t waste water

Kick the Habit – only run full loads

Kick the Habit – take shorter showers

Kick the Habit - sweep don’t spray

Kick the Habit – shut off your sprinklers for 48 hours after it rains

Inland Empire Utilities Agency

www.ieua.org

6075 Kimball Avenue, Chino, California 91708

909.993.1600

The bilingual English and Spanish campaign features exterior bus advertisements, mirror clings located at local malls, vehicle magnets on agency vehicles, social media, print and digital ads, and targeted email blasts, each highlighting a different habit to adopt. Print ads will be featured in *Chino Champion*, *Fontana Herald News*, *La Opinion*, and the *Daily Bulletin*. As part of the campaign, viewers will be directed to IEUA's www.KickWaterWaste.com page for more information on water-wise tips for inside and outside the home and a links to local water providers so residents can learn their city-specific requirements.

Visit IEUA's Twitter channel [@IEUAwater](https://twitter.com/IEUAwater) to see the campaign in action and use #KicktheHabit.

Like us on Facebook by clicking here (<https://www.facebook.com/IEUAwater>).



The Inland Empire Utilities Agency covers 242-square miles, distributes imported water, provides industrial/municipal wastewater collection and treatment services, and other related utility services to more than 830,000 people through its member agencies which include Chino, Chino Hills, Cucamonga Valley Water District, Fontana, Fontana Water Company, Montclair, Monte Vista Water District, Ontario, and Upland.

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