



Nomination to Star in the RWA 2010 Water Efficiency Advertising Campaign

The Regional Water Authority (RWA) is searching for Sacramento-area residents to feature in its new television and radio advertising campaign promoting water efficiency.¹ The campaign will showcase residents in their own garden talking about how they use water wisely outdoors through every-day tasks such as making sure sprinklers water the lawn instead of the sidewalk, adjusting their irrigation system according to the season or using a shut-off valve on their hose. RWA invites residents to nominate themselves, a neighbor or someone they know who has a beautiful, water-wise landscape to be showcased in the public service campaign.

Please complete and return this nomination form to Linda Higgins, Water Efficiency Program Manager via e-mail at lhiggins@RWAh2o.org or fax at (916) 967-7322 by **Monday, February 22, 2010**.

Nominee: _____

Address: _____

City/State/Zip: _____

Phone Number: _____ E-mail address: _____

Nominator (if different from above): _____

Address: _____

City/State/Zip: _____

Phone Number: _____ E-mail address: _____

Please describe why you believe the nominee should be featured in RWA's new television and radio advertising campaign? (provide extra sheet, if necessary)

Note that the nominee must be available to film the advertisement between March 1-12, 2010.

¹ Outreach campaign funded in part by the Department of Water Resources 2008 Urban Drought Assistance Grant Program.



Additional Information

While a garden full of native or drought-tolerant plants is a plus, the RWA Water Efficiency Advertising Campaign will highlight every-day best practices people use to keep their landscape both water wise and beautiful. Examples include:

- Making sure sprinkler timers are set according to the season and local watering guidelines.
- Adjusting sprinklers and watering times to prevent overspray and runoff.
- Fixing water-wasting problems in the irrigation system quickly.
- Using a shut-off valve on a hose nozzle.
- Using a broom instead of water to clean driveways, patios and sidewalks.
- Checking the irrigation system every month for leaks and broken sprinkler heads.

Terms and Conditions

- To qualify to participate in the campaign, nominees must receive water from one of the local water providers who participate in the RWA Water Efficiency Program (see list below).
- Nomination/entry forms will be accepted through February 22, 2010.
- Participants will be announced by March 1, 2010.
- Filming will take place March 1-12, 2010, and nominees must be able to schedule at least one full day during this period to be eligible.
- Participants will be featured in a 30-second television advertisement/PSA. There is no guarantee that a participant will actually appear in an advertisement/PSA.
- The advertisement/PSA is expected to be broadcast April-August, 2010.
- The RWEF expects to include up to four participants in the television advertisement/PSA.
- Selected participants must own and occupy the yard to be featured in the television advertisement/PSA.
- Selected participants must sign a release and waiver of liability provided by RWEF and agree to assign all rights to RWEF to own and publish photographs, audio and video recordings and testimonials of the participants, other occupants of the home, and photos of featured person/landscape in any future RWEF promotions and advertisements.
- Selected participants must have no negative prior history with any RWEF participant agency (for example, legal action by or against a participant agency in which the winner was found to be at fault or delinquent bills for water service).
- Participation in this campaign is strictly voluntary and no compensation will be provided to participants for use of their names, images or properties.

RWA Water Efficiency Program Participants:

*California American Water
Carmichael Water District
Citrus Heights Water District
City of Folsom
City of Lincoln
City of Roseville
City of Sacramento
City of West Sacramento
El Dorado County Irrigation District*

*Elk Grove Water Service
Fair Oaks Water District
Golden State Water Company
Orange Vale Water Company
Placer County Water Agency
Rio Linda/Elverta Community Water District
Sacramento County Water Agency
Sacramento Suburban Water District
San Juan Water District*

About the Regional Water Authority: *The RWA is a joint powers authority representing 19 water providers in the greater Sacramento area. Its primary mission is to help its members protect and enhance the reliability, availability, affordability and quality of water resources.*