



THE CITY OF SAN DIEGO

Water Department

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Water Conservation. The Next Feature Presentation.

SAN DIEGO – Lights, Camera, Action! It’s time for a new generation of film directors and producers to get their video cameras rolling. The City of San Diego Water Department is launching their first Water Conservation Film Contest for enthusiastic high school and college students in San Diego.

The film contest, “Water Conservation, The Next Feature Presentation,” focuses on the messages “Conserve water now” and “San Diego is currently in a drought.” Film entries are due April 1, 2009 and no entry fee is required to enter the contest. Each entrant should create their best 30-second water conservation film and submit it to the City of San Diego Water Department. A panel of judges will review the film and select a winner. The winning film will be shown at a premiere event in May 2009 and in Mission and Fashion Valley theaters as patrons wait for the feature presentation.

“By merging the concepts of water conservation and film, the City of San Diego is creating a new opportunity to engage students directly about the importance of conserving water,” said Luis Generoso, City of San Diego’s Water Resources Manager. “This contest will also allow the creativity of the students to inspire the rest of our community to use water more efficiently.”

Additional information about the film contest and entry requirements is available online at www.sandiego.gov/water/conservation or you may call the film contest coordinator, Louann Groening, at 619.232.2112 ext. 105.

The Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit <http://www.sandiego.gov/water/conservation> or call (619) 515-3500.