



Public Utilities Department

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Film Contest Winner Will Have Water Conservation Message Played at Area Movie Theaters

SAN DIEGO – Local student filmmakers walked the red carpet on April 14, 2010, at the IMAX Theater in Balboa Park, as the City of San Diego Public Utilities Department screened the finalists in its second annual Water Conservation Film Contest. Nohar Wahnishe, a senior Communication Major at UCSD, won the contest with her film, “3 Tips to Save Water.”

Mayor Jerry Sanders attended the screening event where seven finalists were shown on the IMAX screen, and the winner was announced. The winning film will be shown during May and June at Mission Valley and Fashion Valley AMC and the Mira Mesa Edwards Theaters as public service announcements before summer feature presentations.

“We are so pleased to see San Diego’s young adults taking an interest in water conservation while also expressing tremendous creativity. We had 33 entries, almost double what we received last year,” said Water Resources Manager Luis Generoso. “It was a fun evening celebrating the hard work of these students.”

The film contest’s theme, “Waste No Water,” focused on communicating the message that San Diego has no time to waste and no water to waste. The competition was open to high school juniors and seniors, and college students. No entry fee was required. Each entrant’s 30-second film was reviewed first by the City of San Diego staff, then by a panel of five judges from the film industry. The judges determined the finalists and pre-selected the winner. The following judges made up the panel:

- Beth Accomando, Film Critic for KPBS
- Cathy Anderson, President of the San Diego Film Commission
- Rick Bollinger, Station Manager of City TV
- Lee Ann Kim, Executive Director of the San Diego Asian Film Foundation
- Larry Zeiger, Visual and Performing Arts Educator

The top seven finalists, listed alphabetically by film title, are:

1. Film Name: 3 Tips to Save Water
Student Name: Nohar Wahnishe
School: UCSD

2. Film Name: Conserve
Student Name: Mario I. Vargas
School: San Diego City College

3. Film Name: Every Drop Counts
Student Names: Jenna Marie Chercoe and Aaron Smith
School: Scripps Ranch High School

4. Film Name: Every Drop
Student Name: Bryan Bangerter
School: Point Loma Nazarene University

5. Film Name: San Diego PSA, No Time to Waste, No Water to Waste
Student Name: Brendon Keeley
School: SDSU

6. Film Name: Saving Water
Student Name: Nashwan Jarjis
School: Grossmont College

7. Film Name: Water: The New Addiction
Student Name: Omar Hernandez
School: San Diego City College

Additional information about the film contest and the event details are available online at www.sandiego.gov/water/conservation.

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.