



**SAN DIEGANS
WASTE
NO WATER**
ALL DAY. EVERY DAY.

THE CITY OF SAN DIEGO
PUBLIC UTILITIES



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MEDIA CONTACTS:
Eric Symons, (858) 614-5795
ESymons@sandiego.gov

Robyn Bullard, (858) 614-5715
BullardR@sandiego.gov

City Contests Encourage Long-Term “Wise Water -Use” Ethic Among San Diegans of All Ages

SAN DIEGO – In the coming months, San Diegans of all ages can use their creative and imaginative powers to help inspire all of us to reach a sustainable future when it comes to water. A poster contest for elementary students, a film contest for high school and college students and a home landscape makeover contest open to all San Diegans are all gearing up for entries.

The City of San Diego Public Utilities Department’s Water Conservation Poster Contest, as well as its Film Contest are both designed to engage students at different stages in their education, from elementary to college. Their artwork will highlight wise water use and various ways to reuse water, such as recycling and water purification. Through art and film, these students help San Diegans make wise water use an ethic that inspires long-term change in behaviors that will help create a sustainable San Diego. The contests are free to enter.

The *Water Agency California–Friendly® Landscape Contest* seeks to find out who can make the most out of the efficient use of water. Creating a water-wise landscape that also is captivating and inspiring can be a challenging – as well as a rewarding – experience. It’s something to be recognized. This contest does so.

Poster Contest

Open to all 1st through 6th graders in the cities of San Diego, Imperial Beach and Coronado, the contest encourages entrants to create a poster, then fill in the blank: “_____ wastes no water.” For example, “my family wastes no water”. Then, in this example, the student would draw a picture illustrating *how* their family wastes no water.

In each grade level, three winners will be selected, and there will be one winner overall in a new recycled water category. A certificate of participation will be given to every student who creates a poster. Prizes for the winners will be awarded at a San Diego City Council presentation in May 2013. These winning student artists will receive gift cards and a Certificate of Excellence. Winning posters will be on display in the lobby of the City Administration Building, the San Diego Watercolor Society’s

Gallery, and the San Diego County Fair's "Kids Best Art Exhibit." Winning posters will also be featured on the City's website and in the 2014 Water Conservation Calendar, which is circulated throughout the city during the year. The deadline to submit a poster is March 27, 2013.

Film Contest

Open to high school and college students throughout the City of San Diego, Imperial Beach and Coronado, this contest challenges entrants to create a 30-second film that encourages wise water use, conservation and water reuse. The storylines must have one of the following "how to" messages:

- a) How to "waste no water" by planting native California-Friendly® plants.
- b) How to "waste no water" by using a rain barrel.
- c) How to show that "wasting no water" is important to San Diego's economy.
- d) How to create a sustainable future by "wasting no water."
- e) How to recycle water.

The panel of judges is comprised of television and film industry professionals, including Beth Accomando of KPBS, Rock Bollinger of City TV, Lisa Franek of the San Diego Latino Film Festival and Larry Zeigler of BestFest America Film Festival. The finalists' films and the winning film will be announced and shown at a "Red Carpet Premiere" at Reuben H. Fleet Science Center's IMAX Dome and also featured on the City of San Diego's website and Facebook page. For the grand prize, the winning film will be shown in select local movie theaters this summer.

This year there is a new added twist on the film contest: The finalists' films will get a second chance to win through a social media poll. Your peers can vote for their favorite film via Facebook and Twitter. That winner will receive a prize package. Check back on the contest website for updates on when voting opens and how to vote. The deadline for entries is April 10, 2013.

Landscape Contest

Open to all San Diegans who have already made the move from grass to California-Friendly® plants, here's the perfect opportunity to showcase your commitment to being a San Diegan who "wastes no water." Several local water districts invite customers to enter their landscape in the *Water Agency California-Friendly® Landscape Contest*. One winner will be chosen from each district and will receive a \$250 gift certificate and recognition on the agency websites and in newsletters. The deadline to enter is April 5, 2013.

Additional Contest Information

For more information about the contest as well as official rules, visit www.wastenowater.org. For poster and film contest questions, contact Chris Ward, at (619) 232-2112 ext. 113. For landscape contest questions, contact Mike Ismail at (619) 533-5312 or your local water agency.

The City of San Diego's 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 www.wastenowater.org or call (619) 515-3500. Complementary programs that support wise water use through water reuse include the City's Recycled Water Program and the Water Purification Demonstration Project. For more information on those programs, contact (619) 533-7572 or visit www.sandiego.gov/water/recycled or www.purewatersd.org.