



THE CITY OF SAN DIEGO

Water Department

Children's Water Conservation Poster Display Program FACT SHEET

The Annual Water Conservation Poster Contest

The City of San Diego Water Department's annual Water Conservation Poster Contest was established to teach children the importance of Southern California's most precious natural resource – water, and how to use it wisely. The contest is open to all 1st – 6th grade students of City of San Diego schools. Thousands of students participate in the contest each year and of the posters submitted to the Water Department as finalists, 18 winners are selected. These students are awarded certificates and prizes for 1st, 2nd and 3rd place in each grade level. After contest winners are selected, the Water Department reproduces the winning posters for display at various public venues to share with the community.

How Can You Get Involved?

The Water Department is looking for community partners interested in displaying the children's posters in common areas of their buildings (such as lobbies, walkways, conference rooms, etc.) on a monthly basis. Following are details on the posters:

- Full color reproductions of 18 posters, mounted on black foamcore
- Size is 18" x 21" (including foamcore mounting)
- Student's name, grade, and school included on each poster
- Adhesives used to display posters are non-harmful to surfaces
- Water Department staff will post and take down display



Posters have been displayed at locations including: the San Diego County Fair, San Diego Watercolor Society's Gallery, City of San Diego Administration Building, County of San Diego Federal Building, North Island Financial Credit Union, US Bank, Clairemont Library, and Malcolm X Library.

What Are The Benefits?

This program is extremely popular because it's a win-win partnership. Community partners get the opportunity to showcase colorful, lively children's artwork that promotes a positive message about stewardship of the environment; and the Water Department is given a unique opportunity to reach out to the community about the benefits of conserving water. Our staff will also work with community partners to select an appropriate location for the posters, ensuring an attractive display. (See photos on next page.)

As a thank you for providing display space for the posters, the Water Department also provides the following marketing benefits to community partners who participate:

- Inclusion of a photo and article in a monthly newsletter emailed to more than 100 community leaders
- Press release and photo of display distributed to local publications and council district representative

For More Info or To Schedule A Display

Contact Destree Lazo at (619) 232-2112, ext. 104, or email DestreeL@CollaborativeServices.biz.



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**Children's Water Conservation Poster Contest Winners
On Display In The Community**



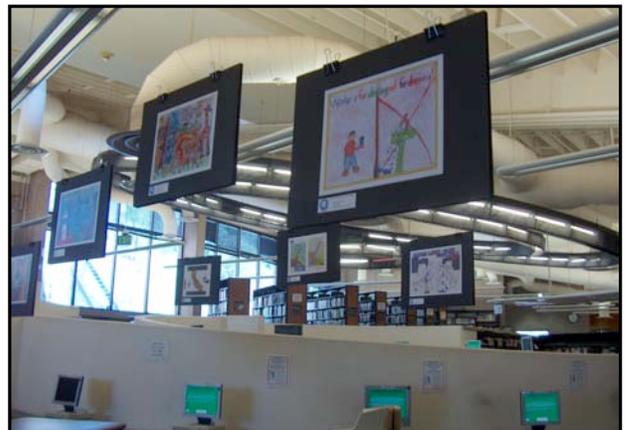
North Island Financial Credit Union
10549 Scripps Poway Parkway, San Diego



US Bank
600 West Broadway, San Diego



Clairemont Library
2920 Burgener Boulevard, San Diego



Malcolm X Library
5148 Market Street, San Diego

