



THE CITY OF SAN DIEGO

Public Utilities Department

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'No Time To Waste, No Water To Waste' Film Contest

SAN DIEGO – Back by popular demand, the City of San Diego Public Utilities Department is launching its second Water Conservation Film Contest for enthusiastic high school and college students in San Diego. The Department is looking for a brand new set of film directors and producers to get their creative ideas and video cameras rolling now that mandatory water conservation measures are now in effect.

The film contest, “No Time To Waste, No Water To Waste,” focuses on the messages “conserve water now” and “San Diego is currently in a drought.” Film entries are due November 30, 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 Public Utilities Department.

A panel of judges will review the entries and select finalists and a winner. The finalist and winning films will be announced and shown at a public screening event at the Reuben H. Fleet Science Center’s IMAX Dome in January 2010. The grand prize winner will have their film featured at select movie theaters in May and June 2010.

“The film contest was a big hit among the students,” said Anthony Palmiotto, film teacher at Point Loma High School. “Creating a water conservation film offered the students a rewarding way to become involved in community awareness.”

“This contest opens up the doors of creativity of our young inspiring filmmakers and it is great to see their participation in promoting good stewardship and using water wisely in this type of art form,” said Luis Generoso, City of San Diego’s Water Resources Manager. “We hope to see more young talent exhibit their skills and innovation.”

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.

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