



THE CITY OF SAN DIEGO

## Public Utilities Department

**FOR IMMEDIATE RELEASE**

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**CONTACT:**

Eric Symons

Supervising Public Information Officer

(619) 533-6607

[ESymons@sandiego.gov](mailto:ESymons@sandiego.gov)

### **City Seeks Budding College Filmmakers to Enter Annual Water Conservation Film Contest** *Winning Film to be Shown in Theaters This Summer*

**SAN DIEGO** – Lights, camera, action! The City of San Diego invites San Diego college students to participate in its third annual Water Conservation Film Contest. The City is seeking up-and-coming film directors and producers to get their creative ideas and video cameras rolling to inspire San Diegans to make water conservation a permanent way of life.

This year's film contest theme is "San Diegans Waste No Water." Film contest entries are due April 18, 2011, and no entry fee is required to enter the contest. Each entrant should create their best 30-second water conservation film that focuses on one of these messages:

- Conservation is part of the San Diego lifestyle.
- San Diegans who identify themselves with local iconic places also identify themselves with conservation.
- A way to conserve water is to recycle it. Recycled water, reclaimed and highly treated wastewater, is part of the City's locally controlled water supply.

"This year's theme, 'San Diegans Waste No Water,' was selected to personalize the conservation ethic that we all need to share," said Mayor Jerry Sanders, who has demonstrated both at home and at work that water conservation is a priority. "San Diegans have done an excellent job by answering the call to conserve water. Rain or shine, using water wisely throughout the year is a permanent part of our way of life," added Mayor Sanders.

The panel of judges consists of television and film industry professionals, including Beth Accomando of KPBS, Cathy Anderson of the San Diego Film Commission, Rick Bollinger of CityTV, 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 in Balboa Park and also featured on the City of San Diego's website. For the grand prize, the winning film will be shown in select movie theaters this summer.

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Additional information about the 2011 film contest and entry requirements, along with finalist and winning videos from the last two years, is available online at <http://www.sandiego.gov/water/conservation/kids/film/index.shtml>. For additional questions, call the film contest coordinator, Destree Bascos, at (619) 232-2112 ext. 104.

For information on watering times and other water-use restrictions, visit [www.WasteNoWater.org](http://www.WasteNoWater.org).

*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 <http://www.sandiego.gov/water/conservation> or call (619) 515-3500.*

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**SAN DIEGANS  
WASTE  
NO WATER**

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