



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

THE CITY OF SAN DIEGO
PUBLIC UTILITIES



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CONTACT:
Eric Symons
Supervising Public Information Officer
(619) 533-6607
ESymons@sandiego.gov

Student Filmmakers Use Humor to Make a Difference in Water Conservation Awareness

SAN DIEGO – Local student filmmakers will get to walk the red carpet at the Water Conservation Film Contest Red Carpet Premiere on Wednesday, May 18 at 5:30 p.m. at the IMAX Theater in Balboa Park, located at 1875 El Prado. San Diego Mayor Jerry Sanders, the City’s Public Utilities Department, and the Reuben H. Fleet Science Center are proud to host this event for the third year in a row.

“While I have called for an end to mandatory water restrictions, I encourage San Diegans to continue the good water-use habits we’ve developed over the last two years,” said Mayor Jerry Sanders. “These young filmmakers have demonstrated their understanding of this water-use ethic in a fun and humorous way.”

The film contest, *San Diegans Waste No Water*, focuses on the message that water conservation is part of the San Diego lifestyle. The competition was open to high school juniors and seniors, and college students. No entry fee was required to enter. Each entrant’s 30-second water conservation film was reviewed first by the City of San Diego staff, and then reviewed by a panel of judges. The judges determined the finalists and pre-selected the winner. The judges’ panel consisted of:

- Beth Accomando, Film Critic for KPBS
- Cathy Anderson, Entertainment Consultant & Emmy Award Winning Writer/Producer
- Rick Bollinger, Station Manager of City TV
- Lisa Franek, Film Festival Curator/Program Director, San Diego Latin Film Festival
- Larry Zeiger, Visual and Performing Arts Educator, BestFest Film Festival

“To see San Diego’s teens and young adults embracing water conservation and using their artistic creativity to motivate all San Diegans to do the same is inspiring. Their work is helping to effect positive change in the community,” said Water Resources Manager Luis Generoso. “This year, the finalists’ film entries will be shown on the dome screen at the IMAX Theater, and the winner will be announced after the viewing at the ‘Red Carpet Premiere’.”

The winning film will be shown this summer at Mission and Fashion Valley AMC Theaters and the Mira Mesa Edwards Theater as a public service announcement before feature presentations.

In addition to having their film run in theatres, winning filmmakers will receive a generous prize package provided by local San Diego businesses and attractions.
The top seven finalists, listed alphabetically by film title, are:

- 1. Film Name:** Change PSA
Student Name: Michael Sorenson & Max Kirkpatrick
School: Pt. Loma High School

- 2. Film Name:** Troubled Waters
Student Name: Gerardo Vega & John Garcia
School: Pt. Loma High School

- 3. Film Name:** Wasted Water Guns
Student Name: Cullen Peugh & Reuban Barrack
School: Pt. Loma High School

- 4. Film Name:** Water Agents
Student Name: Nathan Adera & Nicolai Johansen
School: Pt. Loma High School

- 5. Film Name:** Water Bottle
Student Name: Caleb Bombaci & Brandon Bravos
School: Pt. Loma High School

- 6. Film Name:** Water Patrol
Student Name: Priscilla Diaz & Cheyenne Albert
School: Pt. Loma High School

- 7. Film Name:** You Don't Know What You Have Until It's Gone
Student Name: Michelle Puentes & Sergio Duarte
School: Southwestern College

Additional information about the film contest and the event details are available online at www.sandiego.gov/water/conservation. To RSVP, request information about the contest or obtain copies the finalists' entries, please contact Debbie Lowery-Cunning at (619) 232-2112 ext. 103, or DebbieL@collaborativeservices.biz.

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.

