



For Immediate Release

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**MWD OC JOINS ANNUAL WATER AWARENESS CAMPAIGN
“IMAGINE A DAY WITHOUT WATER”**

Fountain Valley, CA (October 12, 2017) – Today, the Municipal Water District of Orange County (MWD OC) will participate in “Imagine a Day Without Water,” a national campaign focused on raising water awareness and providing water education to the public. Many water agencies, including MWD OC, have opted to distribute educational materials, generate and share thought-provoking social media posts, and host local water awareness events.

“This national campaign has given us an opportunity to take a different approach in our messaging to the public about the value of water,” says MWD OC’s General Manager, Rob Hunter. “We are fortunate to live in a county that has reliable resources. I’m not sure many people give much thought to what a single day without water would look like.”

Many Orange County residents don’t already know that nearly half of their total water supply is imported – from northern California and the Colorado River – through The Metropolitan Water District of Southern California (Metropolitan). One of the key infrastructure investments MWD OC and other water agencies throughout the state have been rallying for is the California WaterFix, a revolutionary plan to repair and protect the state’s aging water delivery system in the north. On October 10, 2017, the Metropolitan Board of Directors voted to support the WaterFix and authorize construction and financing of Metropolitan’s 26 percent share of the projects costs.

The Imagine a Day Without Water campaign affords a platform to water agencies across the nation to educate the public about the challenges the water industry faces, and also illuminates the innovative solutions being implemented across the country, such as the California Waterfix. While many of California’s water challenges are specific to our state, investing in water system infrastructure must be a national priority.

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***The Municipal Water District of Orange County (MWD OC)** is a wholesale water provider and resource planning agency whose efforts focus on sound planning and appropriate investments in water supply development, water use efficiency, public information, legislative advocacy, water education and emergency preparedness.*

MWD OC's service area includes all of Orange County with the exception of Anaheim, Santa Ana and Fullerton. MWD OC serves Orange County through 28 retail water agencies.