



For Immediate Release

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MWD OC LAUNCHES NEW WEBSITE

Fountain Valley, CA (December 21, 2017) - Today, the Municipal Water District of Orange County (MWD OC) announced the launch of its newly revamped website. Still located at www.mwdoc.com, the website was redesigned with stakeholders in mind. Learning a great deal from the previous website's traffic analytics, the goal is to tell the MWD OC story while emphasizing important, valuable content, and to simplify the way visitors to the website find information. Clean, easy to navigate, and not too overwhelming, the look and feel of the refreshed website embodies the newly adopted branding style, which is modern and uncomplicated.

"The new website is uncluttered," says MWD OC Board President Brett R. Barbre. "We made improvements to the content and to the way the public will navigate through it. Whether you are using your phone, laptop, or tablet, it was important to us to make sure the content looked good, and the essential information was easy to find."

The decision to update the website was timely and necessary. "The past few years have been challenging for the water industry, especially here in Southern California," says MWD OC General Manager Rob Hunter. "Historic drought, the need for improved water infrastructure, and a call from the state for mandatory conservation has the public turning to their water service providers for information, guidance, and advocacy. It has become essential to ensure the information and resources that people are eager to find are right at their fingertips and easy to understand."

The new MWD OC website will be updated on a regular basis with Board and special calendar events, news releases, industry related updates, MWD OC program updates, rebate opportunities, and much more. The site is also incorporating a few new features such as fillable forms, a complete staff directory, and a new District blog - "*The Water Cooler*"- which has been implemented to offer a more comprehensive understanding of MWD OC's role in delivering reliable, safe water supplies to Orange County.

Visitors are encouraged to explore the new website and sign up for direct emails at www.mwdoc.com.

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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.