



2021 MEDIA KIT

WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

AND OC BREAKAWAY COMPETITION



Southern California Media Partner: KCAL/KCBS

Access elements of the 2021 Wyland National Mayor's Challenge Media Kit [here](#).



BACKGROUND

During the month of April, the Wyland Foundation hosts an annual national campaign that inspires residents across the U.S. to use water wisely. The Wyland National Mayor's Challenge for Water Conservation - now in its tenth year - is a friendly competition between cities, each vying for the title of most water-efficient town in the nation. Participating cities can reduce water use, save money, meet conservation goals, and earn a chance to win hundreds of great prizes!

ENGAGE

As an added incentive for Orange County, MWDOC and the Wyland Foundation present a breakaway challenge awarding the city with the most pledges within [MWDOC's service area](#) a free visit from the Wyland Clean Water Mobile Learning Center. The 1,000 square foot, state-of-the art bio-diesel science museum features a 40-person multi-sensory theater with six interactive, hands-on learning stations. Visitors enjoy a museum-quality experience that reveals the many ways safe, clean, reliable water contributes to healthy, thriving communities.

WHAT'S INCLUDED?

- 01 Benefits of participating in the National Challenge and OC Breakaway Competition.
- 02 Tips for running a successful promotional campaign.
- 03 Template press release encouraging residents to take the pledge.
- 04 Sample newsletter article to reach your customers.
- 05 Social media posts and images to promote the Challenge digitally.
- 06 Single-sided bill insert to promote the Challenge all month long.
- 07 Promotional flyer for print or digital use.



- 01** Inspires residents of all ages to protect the quality, quantity, and availability of our water supply.
- 02** Motivates residents to make positive behavioral changes that protect Orange County water resources.
- 03** The Challenge is FREE and open to everyone. Participate to win big!
- 04** It's a community effort! Encourages residents to work together with friends, family, and neighbors to meet conservation goals and win the title of most water-wise city.
- 05** The city within MWDOC's service area with the highest participation in the National Challenge can win a visit from the Wyland Clean Water Mobile Learning Center.

EDUCATE

BENEFITS OF PARTICIPATION



TIPS FOR SUCCESS

Encourage residents of all ages in your service area to participate! Personalize posts and share tips specific to your area.



GENERATE INTEREST Create a campaign specific to your service area, provide an additional incentive for residents to participate, or spark a friendly rivalry with a neighboring city.

ESTABLISH A PRESENCE Take advantage of popular Earth Month and Earth Day campaigns and incorporate the water pledge into your outreach efforts.

SHARE YOUR MESSAGE Utilize your various messaging outlets to get the word out across all of your communication channels. Make it simple and easy for your residents to participate.

ENGAGE YOUR NETWORK Reach out to local schools or community groups in your network to get involved and help spread the message.

INSPIRE



Since 2013, residents and cities across the nation have joined together to save over 7 BILLION gallons of water. Let's do our part and take the Wyland National Mayor's Challenge for Water Conservation pledge today at mywaterpledge.com. || Learn more: <http://bit.ly/MWDOC-Wyland> @wylandfoundation



Pledge to reduce your water and energy use and help <city> win the title of "Most Water-Wise" in the nation. Your pledge not only helps our planet, but if your city wins, you are also entered to win great prizes like \$3,000 toward your annual utility bills, water-saving fixtures, and more! Learn more: <http://bit.ly/MWDOC-Wyland> || Take the pledge April 1-30 at: Mywaterpledge.com @wylandfoundation

PRESS RELEASE

CITY JOINS NATIONAL CHALLENGE TO EARN THE TITLE OF MOST WATER-WISE

Celebrate Earth Month by joining City of <City> Mayor <Mayor Name> and other mayors across the nation in committing to use water wisely. On behalf of the City, Mayor <Mayor Name> has taken the first step towards this commitment by joining the annual Wyland National Mayor's Challenge for Water Conservation (National Challenge).

The annual competition, which runs from April 1-30, is a national community service campaign to inspire citizens to make long-term, positive behavioral changes to protect water resources. The National Challenge is free and easy for residents of all ages to participate! Simply visit mywaterpledge.com and make a series of online pledges to conserve water on behalf of the <City>.

Cities who join the National Challenge compete across five population categories: 5,000- 29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents. The cities with the highest percentage of residents who take the pledge in their population category can also win hundreds of eco-friendly prizes.

As an added incentive to Orange County residents and businesses, the Municipal Water District of Orange County (MWDOC) and the Wyland Foundation will award the city within [MWDOC's service area](#) with the most pledges, a visit from the Wyland Clean Water Mobile Learning Center. The Clean Water Mobile Learning Center uses standards-based education to teach the community about water quality, water resource availability, and conservation.

The Wyland National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota with support from the U.S. EPA WaterSense, National League of Cities, The Toro Company, Petal, Hobie, and National Van Lines. MWDOC and the Wyland Foundation host the Orange County breakaway competition.

NEWS ARTICLE

CELEBRATE THE WEEKS LEADING UP TO EARTH DAY BY PARTICIPATING IN THE 2021 WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

This April, Mayor <Mayor Name> is joining mayors across the U.S. in the Wyland National Mayor's Challenge for Water Conservation. The Challenge is a friendly competition between cities designed to inspire residents and businesses to make thoughtful commitments to conserve water and energy. These collective commitments can really add up, helping ensure a sustainable future for all Americans. Additionally, by participating in the Challenge, residents can help their city win the title of "Most Water-Wise City" in the nation!

The month-long campaign runs from April 1-30 and is the perfect companion to this year's Earth Day celebrations on April 22, 2021. In the wake of the current pandemic, the campaign gets residents involved from the safety of their own homes by pledging to tackle home-based projects and activities that benefit their families and communities. Last year alone, 272,373 pledges were made by residents from cities across the country to change behaviors ranging from taking shorter showers and repairing water-guzzling leaks to reducing harmful runoff that can cost ratepayers a lot more than just money.

How does it work? Residents visit mywaterpledge.com and "Take the Pledge" on behalf of the City of <City>. Additional points can be won by joining the [My Volunteer Water Project](#), an engagement program that tallies up total gallons of water saved by tracking real actions. It's that easy!

To help Orange County cities and their residents succeed, the Municipal Water District of Orange County (MWDOC) and the Wyland Foundation have developed a breakaway competition. The Orange County competition awards the city in [MWDOC's service area](#) with the highest percentage of pledges received a visit from the [Wyland Clean Water Mobile Learning Center](#).

It only takes one minute to commit to reducing water. Take the pledge today and help make <City Name> the "Most Water-Wise City" in the nation!

SOCIAL POST 03



Join the Wyland National Mayor's Challenge for Water Conservation and help Orange County save water and energy. One dedicated OC city in MWDOC's service with the highest participation in the Challenge will win a visit from the Wyland Clean Water Mobile Learning Center! Learn more: <http://bit.ly/MWDOC-Wyland> || Take the pledge at: Mywaterpledge.com @wylandfoundation

SOCIAL POST 04



Celebrate Earth Day with cities across the nation by taking the Wyland National Mayor's Challenge for Water Conservation pledge to save water and energy. It's free and only takes one minute! Learn more: <http://bit.ly/MWDOC-Wyland> || Take the pledge at: Mywaterpledge.com @wylandfoundation



HOW IT WORKS

- 01** Visit mywaterpledge.com and take the 4-step water conservation pledge today!
- 02** Keep an eye on your city's current standings and invite friends, family, and coworkers to take the pledge too!
- 03** Take on a home, community, or workplace conservation project and earn even more points for your city! Visit wylandfoundation.org/mywaterproject
- 04** There are five (5) population categories to ensure competitors are on even playing fields. The city with the highest number of pledges earns the coveted title of "Most Water Wise City" in their population category!
- 05** The city within MWDOC's service area with the most pledges in the National Challenge wins a visit from the Wyland Clean Water Mobile Learning Center.


LEAD

SINGLE-SIDED BILL INSERT

CELEBRATE EARTH MONTH WITH CITIES ACROSS THE NATION


**JOIN THE WYLAND NATIONAL
MAYOR'S CHALLENGE
FOR WATER CONSERVATION**

PLEDGE TO SAVE WATER AND ENERGY TO HELP YOUR CITY WIN BIG!



We're in this together.

Take the pledge April 1-30 at: mywaterpledge.com



MOTIVATE

CALLING ALL ORANGE COUNTY RESIDENTS AND BUSINESSES!

JOIN THE WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION APRIL 1-30

DOES YOUR CITY HAVE WHAT IT TAKES TO WIN?

The Wyland National Mayor's Challenge for Water Conservation is a friendly competition between U.S. cities to see who will be named the most water-wise city in the nation. The Challenge is divided into five population categories, and cities with the highest number of residents who take the pledge can win BIG!



Take the "My Water Pledge" on behalf of your city today!
www.mywaterpledge.com



Take the pledge and we'll send you a code to share with friends! The more friends who sign up, the more chances your city has to win!



Take on a volunteer project and earn extra points!
www.wylandfoundation.org/mywaterproject



Pledge takers from the winning cities are eligible to win 100's of great prizes including \$3000 towards home utility bills for a year!



Pick a charity when you complete your pledge. Charities with the most votes will be entered in a drawing to win a new car!

ARE YOU READY FOR AN ORANGE COUNTY BREAKAWAY CHALLENGE?



LEARN MORE AT
WWW.MWDOC.COM/MAYORSCHALLENGE



WYLAND
FOUNDATION.

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