



LONG BEACH WATER DEPARTMENT

The Standard in Water Conservation &
Environmental Stewardship

MEDIA RELEASE

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Contact: Ryan J. Alsop
(562) 570-2314
(562) 277-3497
Ryan_alsop@lbwater.org

Meet Dog, the Water Cop - "Like a freight train..."

Upload Your Original "Stop Wasting Water" Video Today

LONG BEACH, CA - The Long Beach Water Department, joined by marketing partners [LBPost.com](http://www.lbpost.com); [The Surfrider Foundation](http://www.surfriderfoundation.com/); [JustinRudd.com](http://www.justinrudd.com) and Professor Alan Jacobs of [California State University Long Beach's Film & Electronic Arts Department](http://www.california-state-university-long-beach.edu/film-electronic-arts-department), is inviting the world to submit 30-second videos on the need to Stop Wasting Water. One video will be selected by the Long Beach Water Department, and its marketing partners, as the Best Overall Video and used as one of the Department's key public service announcements to run locally, on 14 different cable television networks this summer.

In September of last year, the Long Beach Board of Water Commissioners made an official Declaration of Imminent Water Supply Shortage triggering new, [citywide prohibitions](#) on certain uses of water, particularly outdoor water use. Approximately sixty percent of all the water used in Los Angeles County is used outdoors, primarily on non-native landscapes. The Board's September 2007 Declaration was a direct result of record drought, rapid depletion of in-State water supply reserves, and a Federal court ruling to mitigate environmental impacts in California's Bay Delta, which is a key imported water supply source for southern California.

To be considered, videos should be original, no longer than 30-seconds and use the phrase, "Stop Wasting Water," at least once. All videos will be judged on their potential to affect a permanent lifestyle change in the way people think about and use their water, so that inefficient and wasteful uses are no longer tolerated. The Best Overall Video will be announced on Friday, May 2, 2008.

To have your video considered, upload it [HERE](#), or at www.youtube.com/group/waterwaster.

The [Long Beach Water Department](#) is an urban, southern California retail water supply agency and the standard in water conservation and environmental stewardship.

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