



NEWS RELEASE

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“SAVE OUR WATER” EXHIBIT BLOOMS AT 2010 CALIFORNIA STATE FAIR FARM

SACRAMENTO— Save Our Water, the state’s largest water conservation program, will host a special exhibit at the California State Fair from July 14-August 1. The display is part of the State Fair Farm and will highlight Save Our Water’s “[Real People, Real Savings](#)” summer campaign to teach fair visitors how to conserve water in their own yards.

Even with normal precipitation thus far this water year, the effects of three years of drought mean Californians must continue to be water wise. The Department of Water Resources (DWR) exhibit in the State Fair Farm offers a continued focus on the statewide Save Our Water program, educating fair goers about ways to conserve water outdoors by planting beautiful, California-friendly, water-efficient plants, flowers and landscape. A small presentation area will feature outdoor water conservation demonstrations, guest speakers and performances.

Tuesday, July 27, is Save Our Water Day at the State Fair. The first 1,000 families inside the main gate will receive free bags with Save Our Water posters, decals, seeds and shower-timers.

“Fair visitors can learn new ways to save water outdoors, while still maintaining a beautiful yard, at our Save Our Water exhibit,” said DWR Director Mark Cowin. “Even with a fairly normal winter, three previous years of drought remind us how important it is to do our part every day to conserve California’s water.”

Created by DWR and the Association of Statewide Water Agencies (ACWA) in April 2009, the Save Our Water program is a statewide public education program designed to encourage Californians to make water conservation a daily habit. The program’s spring / summer theme, “Real People, Real Savings,” features everyday Californians who are saving water inside and outside their homes.

“The Save Our Water program is changing the way Californians think about their personal water use,” said ACWA Executive Director Timothy Quinn. “This exhibit highlights how easy it is to conserve water both indoors and outdoors.”

For more information about how to conserve water or about the Save Our Water public education program, please visit www.saveourh2o.org or join the effort on Facebook or Twitter.

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