



PRESS RELEASE

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PLEASANTON LAUNCHES WATER CONSERVATION AWARENESS CAMPAIGN *Water Conservation: It's for Life*

Pleasanton, Calif. — The City of Pleasanton is pleased to announce its latest water conservation awareness campaign, designed to encourage residents to continue practicing water conservation as a way of life.

This past winter provided more precipitation than usual, but the amount of rain and snow California received was still slightly below average. Californians, especially those living in Pleasanton, made great strides in conserving during the drought and demonstrated their commitment to making conservation a way of life as opposed to just a quick fix. Since 2014, Pleasanton residents and businesses have collectively saved more than 5 billion gallons of water.

“Even though we are no longer under state mandated water rationing, that doesn’t mean that we should discontinue good water conservation habits,” said Rita Di Candia, City Water Conservation Manager for Pleasanton.

To continue to raise awareness about the ongoing need to conserve water, the City of Pleasanton has

launched the *Water Conservation: It's for Life* campaign to promote the conservation lifestyle. The City's vehicles will have the new messaging and logo, along with the website where people can go for more information. In addition to having the information posted on 100 vehicles, banners and signs have been placed in a number of parks throughout the City as well.

“We are all dependent upon this precious resource for so many of our everyday activities, and this campaign is designed to provide helpful tips to water users everywhere so they can make every drop count every day,” DiCandia concluded.

For more information about how you can continue to commit to conservation, visit

www.pleasantonwaterconservation.com

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