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PWWA162418

Tuesday, April 5, 2016

FOR IMMEDIATE RELEASE

Public Invited to Vote in County's Water Wise Video Contest ***Public Can Select the "People's Choice Award" Winner for High School Videos***

The Santa Barbara County Water Agency is announcing that voting is underway for a "People's Choice Award" for the annual *2016 Water Wise High School Video Contest*. The public is invited to view all twenty-two of the 30-second videos submitted. Anyone with a Facebook account can vote for their favorite videos by "liking" one or more videos on the Contest's Facebook page, accessible through the www.WaterWiseSB.org home page before the deadline on Earth Day, April 22nd.

Students from ten high schools across the County submitted videos for this 17th annual contest. This year the schools represented include: Bishop Garcia Diego, Cabrillo, Carpinteria, Dos Pueblos, Dunn, Laguna Blanca, Pioneer Valley, San Marcos, Santa Barbara and Santa Ynez Valley. The contest meets several California State Content Standards and according to Scott McGolpin, the County Public Works Department Director, "Besides being fun to watch, the videos really show off the students' creativity, as well as their understanding of the value of water during this time of drought".

The objective of this year's contest, focused on the topic "Water Conservation in the Forecast: How to be WaterWise Outside, Rain or Shine", and to create 30-second videos that can serve as public service announcements to promote water conservation and water efficiency programs. Some videos from past years' competitions have been used as PSAs on television and in movie theaters, and audio versions have been used as radio ads.

Besides the "People's Choice Award", judges from local water providers will award 1st, 2nd, 3rd place and Honorable Mention prizes ranging from \$100 to \$1,000 to the winning schools. For students on the winning teams, the contest also has prizes being awarded by five local companies: Ramada Santa Barbara, True Nature, Ewing Irrigation, All Around Landscape Supply, and NCM Movie Theatres. Their level of support is shown on the contest webpage at: <http://waterwisesb.org/hsvc.wwsb>.

The annual contest is funded by The Network of Santa Barbara County Water Providers which consists of the water providers across Santa Barbara County and the County Water Agency. Together, these agencies sponsor programs that promote water conservation. Visit www.WaterWiseSB.org to learn about more ways to save water and to view the competing videos - - *and vote for your favorite!*

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