



**Cal OES**  
GOVERNOR'S OFFICE  
OF EMERGENCY SERVICES

**FOR IMMEDIATE RELEASE**

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**Cal OES Partners with Save Our Water to Launch ‘Californians Don’t Waste’ Campaign**

**SACRAMENTO** – With California facing its worst water shortage crisis in modern history, the California Governor’s Office of Emergency Services (**Cal OES**) is joining [Save Our Water](#) – a partnership between the Association of California Water Agencies ([ACWA](#)) and the California Department of Water Resources ([DWR](#)) – to launch the ‘Californians Don’t Waste’ campaign, bringing awareness of simple ways citizens can save water every day.

The campaign is kicking off this week with the release of several Public Service Announcement (PSA) videos focused on the simple, yet critical, message “We Are Californians and We Don’t Waste Water.” The objective of these short videos is to expand water use efficiency and conservation at home, in the workplace, at school or anywhere.

“Every drop counts and we can all do our part to save water, because we don’t know how long this drought will last, only Mother Nature knows,” said Cal OES Director Mark Ghilarducci.

“Californians Don’t Waste” also aims to tap into Californians’ can-do spirit and creativity by encouraging the public to join in the effort and share their creative methods to minimize their water use. From videos, pictures and even tweets, Save Our Water and Cal OES will showcase publicly created content as part of the campaign. Californians can share their content on the Save Our Water Facebook page using #SaveOurWater.

Everyone is encouraged to share these PSAs to keep water conservation top of mind and demonstrate how simple change of habits can help every Californian, now and in the future. Visit, the Cal OES Conservation Toolkit webpage to view, download and share these videos: <http://bit.ly/water-psa text>.

You can tweet these short videos using some of these suggested tweet:

- Check out these videos that show how easy it is to #SaveOurWater #CADrought <http://bit.ly/water-psa text>.
- In the bath, doing laundry and even in the car wash, simple change of habits can help during this #CADdrought #SaveOurWater <http://bit.ly/water-psa text>.
- Never too young to start teaching your kids to #SaveOurWater <http://bit.ly/water-psa text>. #babybath #bubbles #splashysplash.

- From San Diego, to Eureka, San Francisco and in-between - We are Californians and We Don't Waste Water! <http://bit.ly/water-psa> text.

Visit [Drought.CA.Gov](http://Drought.CA.Gov) to learn more about how California is dealing with the effects of the drought, and for more water conservation ideas, visit [SaveOurH2O.org](http://SaveOurH2O.org) and follow Cal OES on [Twitter](https://twitter.com/CalOES) and [Facebook](https://www.facebook.com/CalOES)!