

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Upper District Continues 60th Anniversary Branding With New Website Unveiling

MONROVIA, CA – The Upper San Gabriel Valley Municipal Water District (Upper District) has unveiled a new and improved website to better serve the communities of the San Gabriel Valley and its water retailers. Upper District partnered with Civic Publications, Inc. and Madmen Marketing Consultants to create a modern and user-friendly website with updated content, streamlined navigation, and accessibility. The Board of Directors proudly unveiled the new site this morning and can be viewed at www.upperdistrict.org.

“We are excited to introduce our redesigned website for our residents and water producers. The website redesign was a goal set during our strategic planning process, and we are pleased to present this new site to our stakeholders. We are confident that the new site will allow our stakeholders greater accessibility to important information, educational resources, and community updates” said Ed Chavez, President of the Upper District Board of Directors.

One key addition to the revised website is the updated history of Upper District with historical photos that were recently discovered in the agency’s archives. This new history details the “history of firsts” Upper District has achieved throughout its 60 years of incorporation. Other noteworthy features include producer and teacher tool kits which contain fact sheets and educational materials, access to Upper District’s new educational videos on water 101 and landscaping, and a request page for speaker’s bureau and community outreach booths.

For 60 years, Upper District has held a leadership role in water stewardship and water conservation in the San Gabriel Valley. Upper District’s mission is to consistently meet our region’s need for reliable, high quality and affordable water, including water conservation, recycled water, storm water capture, storage, water transfers and imported water. Upper District services nearly one million people in its 144 square mile service territory. Governed by a five-member elected board of directors, Upper District is a member agency of the Metropolitan Water District of Southern California. Annually, more than 78 billion gallons of water is used in Upper District’s service area.

-Photo below-



Upper San Gabriel Valley Municipal Water District

Where Solutions Flow

CONSERVATION

\$ REBATES

Interested in transforming your yard into a beautiful water-efficient landscape or changing out your high water-use devices? Visit www.socalwatersmart.com for a variety of rebates.

EDUCATION



WATER SMART WORKSHOPS

Leak detection, turf removal and garden design workshops are available for residents and commercial businesses. Sign up for the next event!

OUTREACH



WATERFEST

Interactive water exhibits, live entertainment, free giveaways and a variety of other fun activities can be found all in one place - WaterFest!

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