

# NEWS RELEASE



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## FOR IMMEDIATE RELEASE

### ***Conserve-a-palooza set to make a splash this week for Upper District's residents***

*A new conservation giveaway program in honor of the agency's 60<sup>th</sup> Anniversary*

**Monrovia, CA** —Developing new and innovative ways to engage residents of all ages about the importance of water conservation is a priority for the Board of Directors at the Upper San Gabriel Valley Municipal Water District (Upper District). Usually in October, Upper District's hosts its annual WaterFest for the community, however in light of the stay-at-home orders the Board of Directors is bringing conservation to the residents with a new online conservation program, *Conserve-a-palooza*.

*Conserve-a-palooza* is a five-week program where residents within Upper District's service area have an opportunity to win free water-use efficiency devices by completing a short conservation quiz via social media. The program will begin October 26 and will end the week of November 30. The quiz will be posted on Upper District's social media platforms – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) – at the beginning of each week. Residents who are interested in participating will have until Thursday to complete the quiz. Questions will involve smart gardening practices, water resources, trust your tap, and Upper District programs. The program is also in line with Upper District's 60<sup>th</sup> Anniversary celebration as it continues to educate and engage residents on its "history of firsts." Three winners will be chosen at random and announced every week by an Upper District Board Director during a "WaterSmart Minute" video posted on social media.

"We are excited to merge contemporary learning techniques with fun raffle giveaways to get the community excited about water conservation. Upper District will continue to find new ways to draw out the creative curiosity of the public and keep them engaged and aware of their water usage." said Ed Chavez, Board President for Upper District.

*Conserve-a-palooza* sponsors include San Gabriel Valley Water Company, EcoTech Services, Inc. and the Discovery Science Foundation who have contributed to the collection of raffle prizes which include native plants vouchers, water-efficient washer machines, tickets to the Discovery Science Cube, and 8-station irrigation controllers. To get the latest information and quizzes, visit [www.upperdistrict.org/conserve-a-palooza/](http://www.upperdistrict.org/conserve-a-palooza/), or by following the handle: @upperdistrict.

Upper District's mission is to provide a reliable, sustainable, diversified, and affordable portfolio of high-quality water supplies to the San Gabriel Valley; 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. For more information about Upper District, please visit our website [www.upperdistrict.org](http://www.upperdistrict.org) or call 626-443-2297.

**ConSeRve -A- PALOOZA**

**WATER CONSERVATION GIVEAWAY**  
**CELEBRATING OUR 60TH ANNIVERSARY**

\* FIVE-week conservation Giveaway  
\* Free to UD Residents, must register and answer a short conservation quiz

**Weekly Giveaways will include:**  
Gardening supplies, water conservation devices, UD swag, kids coloring books and more surprises to come!

**WIN IN THREE EASY STEPS**

- 1**  
SHORT CONSERVATION QUIZ WILL BE POSTED ON SOCIAL MEDIA AND LINKED TO THE CONSERVE-A-PALOOZA PAGE
- 2**  
ANSWER ALL THE QUIZ QUESTIONS!
- 3**  
FOLLOW @UPPERDISTRICT ON SOCIAL MEDIA FOR WINNER ANNOUNCEMENTS.

[WWW.UPPERDISTRICT.ORG/CONSERVE-A-PALOOZA](http://WWW.UPPERDISTRICT.ORG/CONSERVE-A-PALOOZA)

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