

NEWS RELEASE



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FOR IMMEDIATE RELEASE
October 18, 2021



CONSERVE-A-PALOOZA RETURNS WITH NEW WATER-EFFICIENCY GIVEAWAYS AND REGIONAL PARTNERSHIPS

Monrovia, CA — *Conserve-a-palooza* has returned for a second year as the Upper San Gabriel Valley Municipal Water District (Upper District) ramps up its drought messaging and educates residents about the importance of continuing to conserve water. *Conserve-a-palooza* is a five-week online program where residents within Upper District's service area have an opportunity to win free water-use efficiency devices by answering conservation related trivia questions promoted on social media. The program will begin October 18th and will end the week of November 15th.

The trivia will be posted on Upper District's social media platforms – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) – at the beginning of each week. Trivia questions will involve firescaping, landscaping with native plants, eliminating water waste, and trusting your tap. Residents who are interested in playing will have until Thursday of every week to complete the trivia, in which three participants will be randomly selected as winners and announced every Friday by an Upper District Board Director.

Partnerships and sharing of resources are more important now more than ever as California undergoes another drought. To increase community awareness about current conditions and share valuable information from other agencies, Upper District is excited to partner with the San Gabriel Valley Mosquito and Vector Control District and the Main San Gabriel Basin Watermaster. Additionally, as an EPA WaterSense Partner, Upper District will incorporate WaterSense tips and resources made available to the public. Every week a new topic will be introduced and a "Water Smart Minute" video will be released that involve topics like ["Waters that Connect Us"](#) or [eliminating breeding spots for mosquitos](#).

"We are excited to reintroduce *Conserve-a-palooza* and incorporate messaging from Watermaster and the SGV Mosquito and Vector Control District to reenergize the public to practice water-use efficiency," said Ed Chavez, Board President for Upper District. "Upper District, especially during this time of virtual learning, will continue to find innovative ways to creatively engage residents to conserve and encourage homeowners to switch to EPA WaterSense labeled devices."

Several giveaways include a collection of gift cards, \$300 native plants vouchers, high-efficiency washer machines, wireless rain sensors, leak detection kits, and smart irrigation controllers. To get the latest information and trivia, visit www.upperdistrict.org/conserveapalooza/. Follow Upper District's social media handle, @upperdistrict, to start playing.

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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 or call 626-443-2297.

WATER CONSERVATION GIVEAWAY

OCTOBER 18TH THROUGH NOVEMBER 19TH

ConSeRve -A- PaLooZa

Main San Gabriel Basin WATERMASTER | San Gabriel Valley Mosquito & Vector Control District | WaterSense PARTNER

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

WWW.UPPERDISTRICT.ORG/CONSERVEAPALOOZA/

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