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LVMWD Introduces Colorful Conservation Campaign

(CALABASAS, CA October 3, 2014) Las Virgenes Municipal Water District (LVMWD) is making colorful water conservation statements available to the public for posting at their homes, businesses and on cars in the form of lawn signs and bumper stickers that carry water conservation messages. The new materials tie in with the state's "Save Our Water" campaign and will remind everyone who sees them of the need to conserve water during the state's severe drought.

The signs and stickers are available for pick-up at LVMWD headquarters, 4232 Las Virgenes Road in Calabasas during regular business hours. A limited supply will also be available from the LVMWD booth at community events such as Reyes Adobe Days in Agoura Hills or at the Calabasas Pumpkin Festival.

"We see this as an opportunity for homeowners throughout the service area to demonstrate their commitment to conservation and as a statement that their household is doing its part to reduce water usage," said David W. Pedersen, LVMWD's General Manager. "We think their effort at saving water is a message worth sharing with neighbors and passers-by."

In addition to the signs and bumper stickers, LVMWD vehicles will carry conservation messages throughout the region as they make their rounds in the community.

Lawn signs include messages such as "Less Water Used Here"; "This is a Water Saving Home"; "Our Water Use is Down" and "We're Saving Water". Each sign also carries the statewide message, "Californians Don't Waste."

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Mr. Pedersen added, "We're getting a very enthusiastic response to our 'Mow No Mow' lawn replacement program. We're also beginning to see some reductions in demand from the even/odd irrigation schedule, but more needs to be done. We hope to see some of these new signs proudly displayed at homes with newly installed water-wise landscapes, as a statement that conservation can also be very attractive."

Samples of the new signs can be viewed at the LVMWD.com website under "Conservation" and then selecting "2014 Drought".

Las Virgenes Municipal Water District serves the cities of Agoura Hills, Calabasas, Hidden Hills, Westlake Village and surrounding unincorporated areas of Los Angeles County.

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EDITOR: See attached graphics of signs.