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Ventura Water Announces 4th Annual Water: Take 1 Online Short Film Contest

On October 14 Ventura Water celebrated the launch of the 4th annual **Water: Take 1 Online Short Film Contest** with a kick-off reception emphasizing collaborative community efforts in water conservation and sustainability. The reception was held at the Crowne Plaza Ventura Beach and the contest, which highlights our relationship with water, through the powerful medium of film, draws attention to the growing challenges facing our water supply locally and internationally.

Short film submissions, up to 5 minutes in length, are accepted via direct upload at the contest site – www.watertake1.com - and must address the topic of water in any genre including animation, comedy, documentary, drama, experimental or sci-fi. Films are posted online and a jury of entertainment and environmental experts vote to award prizes in categories including the Grand Jury Prize, Ventura Vision Award and Best Student Short Film. The public is also encouraged to take part by voting online for their favorite film and awarding the Audience Choice Award. The deadline for film submissions is December 15, 2015 with voting for the Audience Choice Award open through January 14th. The winning films will be presented at an Awards Celebration in March 2016 at the Downtown Ventura 10 Movie Theater.

“This year Water: Take 1 is putting a focus on the importance of collaboration in achieving goals and solving problems in ways that are truly sustainable,” said Ventura Mayor Cheryl Heitmann. “The drought has been a great reminder to Californians that we must work together to resolve existing water shortages not only for today but for future generations. This is accomplished only through local government agencies partnering up, businesses and government cooperating with each other and communities working together to achieve integrated and sustainable outcomes.”

In the spirit of collaboration guests at the Kick-Off Celebration were presented with an overview of several of the City’s most popular initiatives including the Water Wise Free Gardening Classes and Incentive Program, The Direct Potable Reuse Demonstration Facility and some fun initiatives such as the ‘Hey Ventura, What’s Your Shower Song’ Campaign. The City also welcomed new sponsor **Nossaman, LLP**, this year’s sponsor of the [Audience Choice Award](#) and, and was especially proud to present projects from new partner **The City of Santa Monica Office of Sustainability and the Environment**, which came on board this year as a sponsor of the inaugural [Santa Monica Vision Award](#), recognizing films shot in and around the City of Santa Monica. Returning sponsors include Crowne Plaza Ventura Beach, Carollo Engineers, Hopkins Groundwater Consultants and Kennedy/Jenks Consultants.

“Like Ventura, we know that the future health and vitality of our local waters and drinking water infrastructure rely on sustainable water management,” said Dean Kubani, Manager of the City of Santa Monica’s Office of Sustainability and the Environment.

“Filmmakers make the invisible, visible and make us all aware just how integral water is to who we are. Our shared interest in promoting water efficiency and conservation, pollution prevention and recreational uses through film is not only a great way to engage our communities, it is a great way to learn.”

About Ventura Water

Ventura Water is dedicated to serving our beautiful coastal community with quality drinking water and water reclamation services 24 hours a day, 365 days a year. Delivering drinking water from local sources since 1923, cleaning wastewater for more than a century, and preventing stormwater pollution for the past two decades, we support Ventura’s vitality. As environmental stewards, our goal is to integrate water management to create long- term health and economic benefits for our community. As financial stewards, our goals are to operate and use resources efficiently, understand and meet the needs of our customers, and protect our infrastructure by investing wisely in maintenance and renewal projects. We believe that true water sustainability -- where the needs of the human population and the environment can live in balance -- will be achieved only when choices are made collectively to use water efficiently in all ways to restore our watersheds and protect our children’s future.

About the City of Santa Monica

The Office of Sustainability and the Environment is responsible for developing and implementing policy initiatives that promote local environmental, economic, and social sustainability and integrating resource management, conservation, and sustainability practices with ongoing City operations. Regulatory activities are related to hazardous materials and waste site cleanup, consumer awareness, ozone-depleting compounds, water conserving plumbing fixtures, urban runoff management, leaf blowers, plastic bags and non-recyclable food service containers. Additionally, the Office oversees the implementation of the Solar Santa Monica program that seeks to achieve energy self-sufficiency by integrating energy efficiency and solar in most of Santa Monica’s

buildings, offers water efficiency programs to residents and businesses, provides assistance to the public with all aspects of green building, and provides sustainability training to residents, students and businesses.

This media release is available on the City of Ventura's website at www.cityofventura.net. ###