



CITY OF VENTURA
NEWS RELEASE

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For Immediate Release

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Ventura Water Presents 95 Ways to Save During the Days of Summer

Ventura Water has partnered with 95.1 KBBY and 100.7 KHAY to deliver the message that saving water still matters. While most of California has been relieved of “drought status,” Ventura remains in a Stage 3 Water Shortage event. Ventura residents have demonstrated extraordinary efforts in water conservation reducing consumption by over 20 percent in 2016. Ventura Water wants to showcase the community’s hard work and thriftiness by asking the question, *how do you save water?*

Ventura Water’s annual summer awareness campaigns are designed to be a fun and engaging opportunity to highlight the community’s conservation efforts. During the 95 days of summer, Ventura Water, 95.1 KBBY and 100.7 KHAY will be raffling prizes on the air and on Facebook to those willing to share their water saving practices. The public is encouraged to tune in and find out how to win theme park tickets or they can look for **95 Ways to Save** on Ventura Water’s Facebook page where they can enter to win prizes by posting their water saving tip. Ventura Water’s Outreach booth will be at Summerfest, Saturday June 3rd so families can share their water savings tips with the camera crew.

“The continued support and commitment from our community is crucial to protecting our local resources,” said Acting General Manager Joe McDermott. “We have to be mindful that the best source of available water is the one we conserve today.”

This summer also marks the launch of Ventura Water’s new Free Smart Sprinkler Controller Program. Eligible residents can replace their old analog controller with a new smart irrigation controller that uses local weather data, soil, and plant types to create a customized watering schedule. Apply today by visiting www.removeyourturf.com. Ventura Water offers customers many ways to save water during the dry summer months ahead, including: the Recycled Water Mobile Reuse Program, Water Wise 2.0 Turf Replacement Program, and free water conservation surveys.

Visit www.venturawater.net or <https://www.facebook.com/venturawater> for more information.

This release can be found on the City of Ventura's website at www.cityofventura.ca.gov. ###