



**For Immediate Release:
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Play the FREE video game at www.westbasin.org
Where everyone's a culprit!

Water Monsters Invade Los Angeles

New West Basin children's water conservation video game makes saving water fun!

CARSON, Calif.—West Basin Municipal Water District is using water-wasting monsters to engage children and families in home water conservation in a NEW video game available online. Through a lineup of water-wasting monsters, the player works through a series of home environments – kitchen, bathroom, laundry room, and yard – finding clues leading them to the water-wasting culprit.

There are tips for being more efficient with water use, such as using a shower timer to help you take shorter showers, turning off the faucet when brushing your teeth, and using a hose nozzle to keep water from running down the pavement outside and into stormdrains. Players get to be “Water Star” detectives, sleuthing out clues to determine who is wasting water and identifying tools to be more efficient. Once the ‘culprit’ is identified, there’s an opportunity to become a “Water Star.”

The “Water Star” is West Basin’s featured children’s water conservation character and program, which signs up children in West Basin’s service area from K - 6th grade to commit to saving 20 gallons per day. If their parent or guardian signs up to also save 20 gallons a day, they can become a “Super Star.” Each child who signs up receives a home water conservation kit that includes fix-it tickets, encouraging the young stars to check the house for water waste and make recommendations for improvement.

The water monsters game is part of West Basin’s Water Reliability 2020 program to reduce our dependence on imported water in half by the year 2020. Through Water Reliability 2020, West Basin’s service area will double its conservation achievements to 2 billion gallons in the next decade.

The “Don’t be a Water Monster” kids conservation video game was created for West Basin by Los Angeles-based zumwinkle.com and is playable for free at www.westbasin.org.

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