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WEST BASIN MUNICIPAL WATER DISTRICT WINS PRSA'S PRISM AWARDS FOR COMMUNITY RELATIONS AND BEST IN SHOW

HOLLYWOOD, Calif. —The West Basin Municipal Water District (West Basin) Water Reliability 2020 Program was recently awarded the Public Relations Society of America's (PRSA) PRISM award in both "Community Relations" and "Best in Show." PRSA hosted its 47th annual PRISM awards show to honor excellence in public relations strategic and tactical campaigns executed in Los Angeles.

West Basin Board President Ronald C. (Ron) Smith accepted the awards on behalf of West Basin's Water Reliability 2020 Program. The Water Reliability 2020 Program focuses on reducing our region's dependence on imported water in half by the year 2020 through conservation, recycled water and ocean-water desalination.

"Water Reliability 2020 has achieved demonstrable success since its inception in 2008, increasing the public's awareness of West Basin from 30% to 50%, growing a list of supporters from zero to nearly seven thousand, and resulting in numerous media mentions online and in print," said West Basin Board President Ronald C. (Ron) Smith. "We're extremely proud of the work that has gone into the success of this program and the acknowledgement by PRSA in such a prestigious award as the PRISM," said Smith.

West Basin's Water Reliability 2020 Program received a perfect score for its "Community Relations" award submission and was chosen from among all other 2011 award submissions in the specialized practice area to receive the "Best in Show" award.

The PRSA - Los Angeles Chapter hosted the 2011 PRISM awards on November 9th at the Renaissance Hotel in Hollywood, featuring a special surprise visit from NBC's hit show *Community* and star of E's *The Soup*, Joel McHale.

To view the award or see The Sizzle Reel, please visit www.westbasin.org.

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Since the District's formation in 1947, West Basin has remained steadfast in its commitment to ensuring water reliability. Faced with current and future water supply challenges, West Basin has launched a far-reaching initiative that increases supply dependability by producing new local resources. The Water Reliability 2020 program will reduce our dependence on imported water by extending recycled water pipelines, doubling conservation, expanding water education programs and developing ocean-water desalination. The combination of these efforts will increase regional control of local supplies of water from 33 percent today to 66 percent in 2020 and serve to protect our region's precious drinking water supply. To learn more about Water Reliability 2020 and for information on free tours and conservation classes, visit www.westbasin.org.