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Thousands Learn About Water Reliability at Annual Water Harvest Festival

El Segundo, CA—West Basin's 10th Annual Water Harvest festival held on Saturday, October 18, 2008, educated the community about where our water comes from, how much water we use on a daily basis, and what we can do to make our local water supply more reliable. More than 2,100 people from throughout West Basin's service area attended this year's event, with the greatest numbers arriving from nearby Hawthorne, El Segundo, Inglewood, Torrance, and unincorporated L.A. County.

Showcasing the Edward C. Little Water Recycling Facility in El Segundo, West Basin highlighted its Water Reliability 2020 program to reduce our dependence on imported water. West Basin doubled the number of tours offered from last year's event. Donning hard hats on more than a dozen tours led every 15 minutes, roughly 400 people watched water get purified in the high tech purification processes of Micro-filtration and Reverse Osmosis membrane filtering technologies and disinfection by Ultraviolet light.

"We were pleased to weave water education opportunities throughout this event," said West Basin Director Gloria D. Gray. "Visitors learned about outdoor and indoor water conservation and how we make recycled water in a fun filled day at our plant." A water education scavenger hunt led event-goers through 15 questions focused on where our water comes from and how much water it takes to support everyday activities, from brushing our teeth to the amount of water it takes to make one serving of French fries. After filling in the answers, which were posted on various booths throughout the event, event-goers could submit their form to enter into the raffle. The grand prize, a water and energy efficient washer and dryer, was won by a family from Manhattan Beach.

There were also a record number of educational booths—38—in addition to a Fire Truck, Police D.A.R.E. car, and a water truck from the City of El Segundo. The Discovery

Science Center of Orange County provided educational and entertaining stage shows quizzing visitors' knowledge of water and water issues through *Are you in sink with West Basin?* and *Is the Price Right?*. SEALab's Traveling Tidepool provided a hands-on experience with small sea life.

West Basin's directors also recognized Palos Verdes Peninsula High School (PENHI) teachers Hermann Huettemeyer and Jon Stamper for their dedication to their Rookie Solar Cup Team, who came in First in the Rookie Division and Second overall. West Basin sponsored PENHI in the competition, designed by Metropolitan Water District to provide hands-on, competitive opportunities for high school students to build and race a solar powered boat and to create their own conservation message. PENHI's award-winning water conservation PSA is posted on West Basin's website, www.westbasin.org.

Working with local businesses, West Basin hired Haute Life PR and Marketing and Zuno Studios, both from Redondo Beach, to help execute the event, and offered free food to event-goers from Paisano's Pizza in Hermosa Beach. More than 6,000 slices were served. Hot dogs, Dreyer's ice cream, and Frito Lay chips were also provided.

This year, West Basin experienced record numbers of visitors, booth participants and sponsors. More than \$20,000 was contributed to offset the cost of the event. On behalf of the communities we serve, West Basin thanks United Water, National Water Research Institute, HDR Engineering, California American Water Co., Golden State Water Co., AKM Engineers, PSOMAS, PBS&J, Lee & Ro, Carollo, AECOM, Katz & Associates, *Inglewood Today*, *Daily Breeze*, *Palos Verdes Peninsula News*, and *The Beach Reporter News* for making this event possible.

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