Inland Empire Utilities Agency Receives *Collaboration Program of the Year* Award

Inland Empire, CA – The Inland Empire Utilities Agency (IEUA) was presented with the *Collaboration Program of the Year* award at the Tenth Annual San Bernardino County Water Conference held on August 12.

IEUA developed a regional drought task force to discuss water-saving outreach methodology, brand development and campaign-dedicated tips and taglines. Through this regional collaboration, IEUA and partnering agencies developed the *Kick the Habit* campaign. The water awareness campaign was created to be flexible to address service area needs and withstand the test of time.

"The *Kick the Habit* campaign was created to change the behavior of water use in the Chino Basin. With over nine-million views on Google and YouTube, movie theatre ads reaching nearly a million patrons, and the use of vehicle magnets, bus advertising and other new and innovative marketing methods, this has proven to be a successful regional campaign. Education is the key to changing habits, and we are honored to receive this recognition," said IEUA Board President Terry Catlin.

The goal behind this campaign aims to change people's behavior toward water use and kick the water wasting habit for good.

For water-saving tips and conservation efforts, visit the *Kick the Habit* site at www.KickWaterWaste.com.

The Inland Empire Utilities Agency covers 242-square miles, distributes imported water, provides industrial/municipal wastewater collection and treatment services, and other related utility services to more than 870,000 people through its member agencies which include Chino, Chino Hills, Cucamonga Valley Water District, Fontana, Fontana Water Company, Montclair, Monte Vista Water District, Ontario, and Upland.

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