

# News Release



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**Water Agency Equips Tri-City Customers with Hacks to Save Water**  
*Alameda County Water District launches “One Saves Water” campaign prompting customers to conserve*

Fremont, Calif. – Drought is here and Alameda County Water District, drinking water provider to more than 357,000 people living in the cities of Fremont, Newark and Union City, announced today the launch of its “One Saves Water” water conservation campaign. The campaign inspires customers to make a difference by taking one simple action to conserve water during a second critically dry year – adding up to significant water savings for the community now and in the future.

The “One Saves Water” campaign includes a series of singular water savings tips featuring indoor and outdoor hacks to curb water usage, emphasizing the impact of individual customer actions that contribute to a unified and substantial water savings. Advertising includes digital, print newspapers, social media and yard signs to share campaign messages. Translations into several languages will broaden the conservation reach and outreach will target stakeholders throughout the community, including schools, cultural organizations and senior citizen groups.

“Our campaign complements careful dry year water supply planning putting ACWD in a position to meet this year’s demands despite a drought declaration in 41 California counties,” said ACWD Board President Aziz Akbari. “Customers are saving 15% since the last drought and we encourage their efforts by offering tips that can save more water by doing less – watering their lawn one less day, or reducing shower times by one minute, these things add up.”

Customers can take one action to reduce their water use by five gallons of water per day. With warming weather, the District’s campaign supports water-use efficiency and expands its program promotions and messaging to encourage increased conservation, both indoors and outdoors.

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Actions to saving water today:

- Find and fix leaks
- Take shorter showers
- Reduce unnecessary toilet flushes
- Wash full loads of dishes and laundry
- Use a broom instead of a hose to clean sidewalks
- Adjust sprinkler heads to reduce overspray and runoff

Learn how to save water and participate in ACWD's rebate programs by visiting the drought resource webpage at: [acwd.org/drought](http://acwd.org/drought).

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For more than 100 years, the Alameda County Water District has supplied water to the residents and businesses of southern Alameda County. ACWD supplies drinking water to the more than 357,000 people living in the cities of Fremont, Newark and Union City. For more information, please visit [www.acwd.org](http://www.acwd.org).