\*\*Sample WPAW Press Release\*\*

FOR IMMEDIATE RELEASE: Oct. XX, 2017

Contact: [Agency Contact]

[AGENCY] **Showcases Careers in the Water Industry During California’s First Annual Water Professionals Appreciation Week Oct. 7 to 15**

[DATELINE] As part of California’s first annual Water Professionals Appreciation Week, [Agency Name]invites members of the public and news media to attend several activities scheduled from Oct. 7 to 15 that will showcase the workers who help to deliver clean water to customers day in and day out, 24/7.

[Agency Name] will offer tours of its [blank] facility, opportunities to meet with water professionals at [list event or location], as well as an Open House at district offices. [Agency Name] also will send out educational materials to local high schools, colleges, and universities to highlight and promote careers in the water industry and engage with customers through [mention social media channels]. More information is available on our website at [www.xxx.com](http://www.xxx.com).

Water Professionals Appreciation Week was established by Senate Concurrent Resolution 80, by Sen. Bill Dodd (D-Napa). The measure was sponsored by a coalition led by the Association of California Water Agencies (ACWA) that includes: WateReuse California, California Municipal Utilities Association, California Association of Sanitation Agencies, and the California Water Association. The California Water Environment Association also is also a partner in the effort. Under SCR 80, the annually designated week begins on the first Saturday of October and ends on the Sunday of the following weekend.

Recent labor studies estimate that 60,000 people work in the water industry in California and the industry needs roughly 6,000 new employees each year due to turnover. The water industry offers a wide array of career opportunities from water quality supervisors to plant operators to environmental supervisors and more.

To arrange a media interview with one of [Agency Name’s] water professionals or to schedule a visit to photograph or film district facilities or activities please contact [name of employee] listed above.

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