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

FOR IMMEDIATE RELEASE: Oct. XX, 2018

Contact: [Agency Contact]

[AGENCY] **Showcases Careers in the Water Industry During California’s   
Water Professionals Appreciation Week Oct. 6 to 14**

[DATELINE] As part of California’s second annual Water Professionals Appreciation Week, [Agency Name] invites members of the public and news media to attend several activities scheduled from Oct. 6 to 14 that will showcase the workers who help 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, as well as 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 in 2017 by Senate Concurrent Resolution 80, by Sen. Bill Dodd (D-Napa). Recent labor studies estimate that 60,000 people work in California’s water industry and it needs roughly 6,000 new employees each year due to turnover. The water industry offers a wide variety of rewarding career opportunities in engineering, biology, finance, business administration, law, communications and many more types of positions in high-demand occupations.

The measure was sponsored by a coalition of water associations led by the Association of California Water Agencies (ACWA) and including WateReuse California, California Municipal Utilities Association, California Association of Sanitation Agencies, and the California Water Association. Under SCR 80, the annually designated week begins on the first Saturday of October and ends on the Sunday of the following weekend.

To arrange a media interview with one of [Agency Name’s] water professionals or for visuals of district facilities or operations, please contact [name of employee] listed above.

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