



QuenchCA Q3 Toolkit

Social Graphics & Copy

FionaHutton&Associates



National Farmers Day



Post Copy

On this #NationalFarmersDay, we want to take a moment to thank the hardworking farmers and their families for all that they do to keep us fed. Learn more about how a reliable supply of #CAWater helps #QuenchCA farms, businesses and homes at quenchca.com

253/280

Día Nacional Del Agricultor



**DÍA NACIONAL DEL
AGRICULTOR**

OCT. 12



Post Copy

En este #DíaNacionalDelAgricultor, queremos tomar un momento para agradecer a los agricultores que trabajan arduamente y a sus familias por todo lo que hacen para mantenernos alimentados. Obtenga más información sobre cómo un suministro confiable de #CAWater ayuda a las granjas, empresas y hogares de #QuenchCA en quenchca.com.

328/280

World Food Day

**WORLD FOOD
DAY**

OCT. 16



Post Copy

Water is life. Water is food. This #WorldFoodDay, we're thankful for the #CAWater systems that capture, treat, store and deliver the water needed to keep food on Californian's tables. Learn more about our work to #QuenchCA at quenchca.com

239/280

Imagine A Day Without Water



**IMAGINE A DAY
WITHOUT WATER**

OCT. 19

iStock™

Credit: aquaArts studio



QuenchCA
Building Water For You

Post Copy

What would you do if you had to go a day without water? For some, this is a harsh reality – not something to be imagined. Join #QuenchCA in raising awareness about the importance of #CAWater in our daily lives, so that we can ensure no one has to #ImagineADayWithoutWater.

273/280

Imaginar Un Día Sin Agua



IMAGINAR UN DÍA
SIN AGUA

OCT. 19

 **QuenchCA**
Building Water For You

Post Copy

¿Qué harías si tuvieras que pasar un día sin agua? Para algunos es una dura realidad, no algo imaginable. Únete a #QuenchCA para aumentar la importancia de #CAWater en nuestra vida diaria, para que podamos asegurarnos de que nadie tenga que #ImaginarUnDíaSinAgua.

263/280

World Statistics Day



**WORLD
STATISTICS
DAY**
OCT. 20

Post Copy

This #WorldStatisticsDay, consider this: last winter's storms brought 400%-600% more rainfall than average to CA. Our aging #CAwater infrastructure is not able to capture + store it all, putting CA at risk of a flood AND drought emergency. Learn more: quenchca.com. #QuenchCA

275/280

World Kindness Day



WORLD KINDNESS DAY

NOV. 13

iStock™
Credit: ImagineGolf

Post Copy

When we think of #WorldKindnessDay, we think of the heroes behind our #CAwater infrastructure – working daily to show kindness to our communities and our #environment by ensuring access to clean, safe water. Learn more at quenchca.com #QuenchCA

245/280

America Recycles Day

**AMERICA
RECYCLES
DAY**
NOV. 15

iStock™
Credit: tuachanwatthana



Post Copy

It's #AmericaRecyclesDay and we're celebrating with a nod to the treatment plants, irrigation systems and other #CAwater infrastructure helping reduce waste & protect our state's water supply. Learn more about projects happening in your community at quenchca.com. #QuenchCA

273/280

Thanksgiving



HAPPY THANKSGIVING

iStock™

Credit: Drazen Zigic



QuenchCA
Building Water For You

Post Copy

Happy Thanksgiving! This year, we are especially thankful for the #CAWater infrastructure that keeps a reliable, clean supply of water flowing through our taps. Our Thanksgiving dinners wouldn't be possible without it! Visit quenchca.com to learn more.

253/280

ACWA Fall Conference 2023

**JOIN US AT THE
ACWA FALL
CONFERENCE**

NOV. 28-30

iStock™
Credit: tolgart



QuenchCA
Building Water For You

Post Copy

Join us at the 2023 @ACWAWater Fall Conference & Exhibition in Indian Wells! We're looking forward to connecting with and learning from water professionals, scientists and industry leaders about all things #CAWater. See you there! #ACWAConf

241/280

National Cookie Day



Post Copy

There is no #NationalCookieDay without water (or milk). Our critical #CAwater infrastructure delivers the water needed to produce each ingredient that goes into these tasty treats and the milk we drink with them. Visit quenchca.com to learn more. #QuenchCA

257/280

Happy Holidays

**HAPPY
HOLIDAYS**

istock

Credit: evgenyatanenko



Post Copy

Wishing all of our customers a happy and healthy holiday season this year! We are so proud of the work we've accomplished in 2023 and couldn't have done it without your support. #HappyHolidays #QuenchCA

202/280

Winter is Coming



Post Copy

Winter is coming – and intense rainfall and storms are expected to come with it. From dams to drainage systems, #CAwater infrastructure plays a critical role in protecting against damage & flooding to safeguard our homes and communities. Visit quenchca.com to learn more. #QuenchCA

282/280

Se Acerca el Invierno



Post Copy

Se acerca el invierno y se esperan lluvias y tormentas intensas. De presas a sistemas de drenaje, la infraestructura #CAwater cumple una función crítica en la protección contra daños e inundaciones para proteger nuestros hogares y comunidades. Visite quenchca.com para obtener más información. #QuenchCA

303/280

Our New Normal

CALIFORNIA'S NEW NORMAL

iStock
Credit: nkbimages



Post Copy

Here in California, a day of sunshine followed by a day of storms is our new normal. Regular maintenance & upgrades to #CAwater infrastructure help ensure we're keeping up with these #WeatherExtremes. Visit quenchca.com to learn more about projects in your community. #QuenchCA

278/280

First Line of Defense

OUR FIRST LINE OF DEFENSE AGAINST WILDFIRES

iStock™
Credit: AnnaGreen



Post Copy

Wildfire season runs year-round in California and #CAwater is our first line of defense. From reservoirs to hydrants, our state's firefighters rely on dependable #CAWater infrastructure to keep our communities safe from wildfires. Learn more at quenchca.com #QuenchCA

267/280