



# MY JOURNEY WITH WATER



## Where Does Your Journey With Water Start?

Water is the soul of Los Angeles County and at the center of every resident's day, protecting it should be top of mind for every Angeleno. The future of water in Los Angeles County depends on a water-literate residents who understands how simple individual actions impact the complex networks that make up our water system. Understanding this and topics like recycled water, flood protection, water pollution, and conservation are important and should feel as relevant as discussing the latest Dodgers game... and we hope you can help us get there.

To ensure this happens, Water For LA has launched its new campaign, **"My Journey With Water,"** to help the community understand the journey of water from the Sierra Mountains in Northern California to the Colorado River in the east before reaching their tap in LA County. While water is available to Angelenos 24-hours a day, 7-days a week, it has traveled through a sophisticated series of waterways, canals, pipelines, pumps, and reservoirs before it is treated and delivered straight to your tap. But during periods of drought, these water supplies are often limited.

After the long journey water takes into your homes and businesses, **it's up to you to protect it by conserving it and keeping it clean** – a big responsibility with an even greater payout. So, this summer, when you enjoy water – in your pool, from the faucet, in the LA River and beyond – be sure to consider your journey with water and how you can be a true water advocate.

To ensure you don't forget, we've created eye-catching reminders for you, so be on the lookout for our billboards, digital and radio ads. Lastly, don't miss the opportunity to help us make a greater impact and share this news with your friends and family. By following this journey with us and reading our monthly updates, you will learn all tips and tricks on how to **be part of the water-saving and pollution-preventing solution.**

**THERE ARE 7.6 MILLION VEHICLES IN LA**  
**WASHING 1 VEHICLE IN THE DRIVEWAY WASTES 100 GALLONS OF WATER.**

[LEARN MORE](#)

## Take a Sneak Peek!

Here's a sneak peek of what to look for around town and on your devices. Check out the video below to see the campaign, better understand why we need your help and how to join the movement. We hope you enjoy it!

Know someone who cares about water as much as you? Please forward this email to them because we're all in the same boat – it's everyone's responsibility to protect our water – now and for future generations.

For more information about the campaign, our mission and how you can be part of the solution, visit [waterforla.com](http://waterforla.com) and follow us on social media.



 **Click to watch video**

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Questions? Contact us at [WaterforLA@PW.LACounty.gov](mailto:WaterforLA@PW.LACounty.gov)



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