



San Diego County Water Authority

4677 Overland Avenue, San Diego, CA 92123

News Release

Media Contacts:

James Palen
(858) 522-6621 office
(619) 384-2918 cell
Jpalen@sdewa.org

Mike Lee
(858) 522-6703 office
(760) 208-0588 cell
Mlee@sdewa.org

April 25, 2018

Regional Photo Contest Highlights the Value of Water across the San Diego Region *Instagram competition runs May 1 to 31 during Water Awareness Month*

Sharing images that highlight the importance of safe and reliable water supplies in San Diego County will win valuable prizes for dozens of participants during a social media contest that spans Water Awareness Month in May.

The San Diego County Water Authority's "Brought to You by Water" contest on Instagram is designed to promote a regional conversation about the countless ways that water makes everything possible in our semi-arid region – from baseball fields to brewpubs to vibrant industries such as biotech, and everything in between. Participants are encouraged to think creatively about how to highlight the value of water to the region's economy and quality of life.

The first 20 qualifying contestants will each receive two tickets to the San Diego County Fair, and all qualifying submissions are eligible for prizes generously donated by the [Balboa Park](#)

[Cultural Partnership](#), [SeaWorld San Diego](#), [San Diego Zoo Global](#) and the [USS Midway Museum](#). Additional giveaways are planned throughout the month. The contest starts May 1 and ends at 5 p.m. on May 31. Winners will be announced the week of June 4.

Entering is easy: Email a photo related to the theme “Brought to You by Water” to sdcwa@sdcwa.org, along with the first and last name of the photographer, the photographer’s age, address, email address, phone number, the date and location of the photo, and a short description of how the image connects to the theme. Participants must be at least 18 years old. For additional rules and information, go to www.sdcwa.org/photocontest.

The Water Authority will post photos submissions to its Instagram account ([@sdcwa](#)). The photo that receives the most Instagram “likes” will win the first grand prize, four single-day tickets to SeaWorld San Diego. Participants are encouraged to ask family and friends to follow the Water Authority on Instagram and vote.

Water Authority judges will award a second grand prize – four single-day tickets to either the San Diego Zoo or the San Diego Zoo Safari Park – based on originality, composition and how well the photo connects to the contest theme. Judges also will award prizes to two runners up: a set of four Explorer One-Day Passes to Balboa Park for third place, and four tickets to the USS Midway Museum for fourth place.

“Virtually everything in San Diego County is made possible by safe and reliable water supplies,” said Mark Muir, chair of the Water Authority’s Board of Directors. “This contest offers a fun way to share all the different ways water is integral to our community – along with an opportunity to win some great prizes donated by sponsors who share our commitment to this vital resource.”

###

The San Diego County Water Authority sustains a \$220 billion regional economy and the quality of life for 3.3 million residents through a multi-decade water supply diversification plan, major infrastructure investments and forward-thinking policies that promote fiscal and environmental responsibility. A public agency created in 1944, the Water Authority delivers wholesale water supplies to 24 retail water providers, including cities, special districts and a military base.



Instagram <https://www.instagram.com/sdcwa>



<http://www.twitter.com/sdcwa> @sdcwa & @mwdfacts



<http://www.facebook.com/SanDiegoCountyWaterAuthority>



<http://www.slideshare.net/waterauthority>



<http://www.youtube.com/SDCWAvideo>