



PRESS RELEASE

Media Contact:

Gwyneth Shoecraft
Principal Public Affairs Rep.
Sweetwater Authority

Mailing address:

505 Garrett Avenue
Chula Vista, CA 91910

E-mail address:

gshoecraft@sweetwater.org

Offices:

505 Garrett Avenue
Chula Vista, CA 91910
(619) 420-1413

General Manager:

Carlos Quintero

Assistant General Manager:

Roberto Yano

Governing Board:

Paulina Martinez-Perez, Chair
Hector Martinez, Vice Chair
Josie Calderon-Scott
Steve Castaneda
Manny Delgado
Ron Morrison
Ditas Yamane

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FOR IMMEDIATE RELEASE

South Bay Irrigation District transforms into "South Bay Water," announces upcoming community logo contest

Chula Vista, CA – On April 9, 2024, the South Bay Irrigation District Board of Directors approved a proclamation to rebrand the district as “South Bay Water.” The updated name enhances the connection between the district and its important role as the governance branch of Sweetwater Authority, a public water agency that serves 200,000 residents in South Bay with safe and reliable tap water.

To further involve the community in the rebrand effort, South Bay Water announced that the district will hold a logo design contest. The winner of the contest will be awarded a \$500 prize. The contest is expected to launch later this spring. More information will be available in the coming weeks at www.sweetwater.org.

“Our district holds a rich legacy in our region's evolution, and plays a pivotal role in our shared future,” said South Bay Water President Manny Delgado. “We are excited to connect with the community we serve by offering them a chance to design a new district logo that reflects the vital service South Bay Water provides.”

The district was originally formed in 1951 to represent local residents and ensure access to sufficient water for those living and working in the growing Sweetwater Valley. In 1977, as a result of a public initiative, the district and the City of National City formed a joint powers public water agency named Sweetwater Authority (Authority).

Today, the Authority manages and operates the system that provides water to National City, western and central portions of Chula Vista and Bonita. South Bay Water acts as the governance branch of the Authority, providing five elected representatives to sit on the Authority’s seven-member Governing Board (Board). Two additional directors are appointed to the Authority’s Board by the Mayor of National City, subject to City Council confirmation.

Sweetwater Authority is a public water agency providing safe, reliable water to National City, Chula Vista and Bonita.

