



For Immediate Release

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Padre Dam Dives into a New Medium with Launch of *The Water Drop* Podcast

April 26, 2024 – Padre Dam Municipal Water District has launched a new podcast, *The Water Drop* to dive into the latest information and hot topics in the water industry.

The Water Drop debuted in March 2024 and monthly episodes are planned. Padre Dam staff as well as outside experts will discuss an array of industry topics including sustainability, trends and the future of all things water.

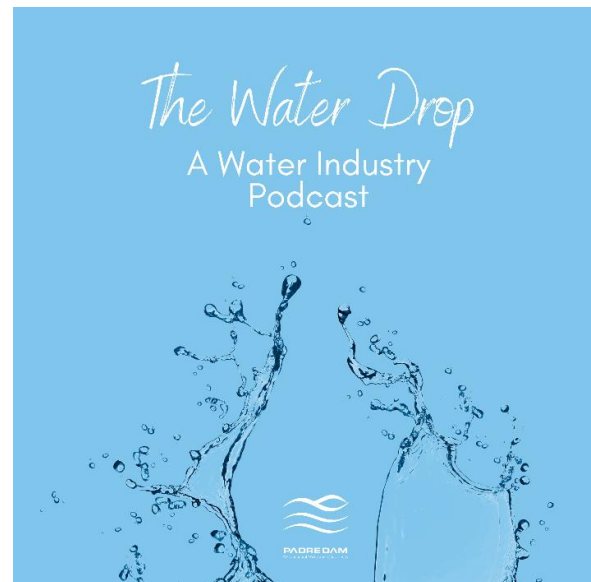
“We are committed to delivering innovative ways to inform and educate our customers,” said Padre Dam CEO/General Manager, Kyle Swanson. “As podcasts continue to grow in popularity, this is an opportunity to provide valuable, on-the-go information to the community we serve and other interested stakeholders.”

In the debut episode, *Water: A Finite Resource*, Swanson discusses the District’s largest infrastructure project to date, the East County Advanced Water Purification Program which will purify recycled water to produce up to 30 percent of East County’s current drinking water demands. He also touches on some of the biggest challenges the water industry faces today.

The second episode, *It’s Not Wastewater Coming Straight to Your Tap*, features the Director of the East County AWP Program, Mark Niemiec. He goes into detail on how the water reuse project works, the driving factors behind it and benefits of the project. He also answers some social media questions about the Program.

Padre Dam joins a handful of other water agencies in California that have a podcast.

The episodes are available on Apple Podcasts and Spotify. Visit @PadreDamMWD on social media to learn when new episodes will drop.



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