



## EXHIBIT 4-A

# The Water Awareness Committee of Monterey County, Inc. *Water Awareness Day Celebration* *Facts-At-A-Glance*



- WHO:** The Water Awareness Committee of Monterey County, Inc.  
& Del Monte Shopping Center
- WHAT:** To kick off California's Water Awareness Month in Monterey County, the Water Awareness Committee of Monterey County, Inc and Del Monte Shopping Center will be presenting the first-ever Water Awareness Day Celebration! Through hands-on activities, demonstrations and entertainment, residents will learn about water-wise landscaping and gardening, and participants will be introduced to other ways they can be good water stewards in Monterey County. This "edutainment" event will be a fun and exciting family friendly celebration with interactive activities amidst the beautiful, drought-tolerant demonstration gardens at the Del Monte Shopping Center.
- WHEN:** **Saturday, May 1, 2010**  
11am - 4pm
- EVENT LOCATION:** **Del Monte Shopping Center**  
1410 Del Monte Center, Monterey
- WHY:** This inaugural, celebration will help to develop inspired water stewards that strive to protect our local watersheds and water supplies through water conservation and innovative water-wise practices.
- COST:** This event is FREE and open to the public.
- ORGANIZATION CONTACT:** Karen Harris, Event Chair  
Water Awareness Committee of Monterey County, Inc.  
PO Box 3254, Salinas, CA 93912  
Tel: 831.645.4604 Email: karenh@mrwpca.com  
www.waterawareness.org
- EVENT CONTACT:** Elizabeth Vitarisi Suro  
Thomas Brand Consulting  
Tel: 831.920.1693 Mobile: 831.521.4388  
Email: tbcevents@sbcglobal.net
- SPONSORSHIPS & MEDIA INQUIRIES:** Steve Thomas  
Thomas Brand Consulting  
Tel: 831.920.1693 Mobile: 831.277.9977  
Email: thomasbrand@sbcglobal.net



## The Water Awareness Committee of Monterey County, Inc. *Organization & Event Overview*



Water is one of the most talked-about issues in Monterey County, and what goes hand in hand with this subject? CONSERVATION, EDUCATION and COMMUNITY! With a mission to promote personal responsibility through education for the conservation and beneficial use of water in Monterey County, the Water Awareness Committee of Monterey County, Inc., (WAC) was formed in 1998 as a 501 ( c ) 3 Non-profit organization. The group's core goals include:

- ◆ To bring together community representatives and resources to advance water awareness, conservation and water quality issues
- ◆ To serve as a link between the community and the water industry
- ◆ To provide educational programs for children and adults
- ◆ To effect changes in water-use behavior by raising our communities' awareness of water resources and conservation

Comprised of concerned citizens, non-profits and representatives from leading public agencies and private companies throughout Monterey County, WAC, promotes the knowledge of water-supply topics, water-quality issues and water conservation methods. Additionally, the WAC has created a directory which includes a number of water experts representing a variety of disciplines that are available to speak and share their knowledge with interested community groups and citizens. Areas of expertise include:

- ◆ Seawater intrusion and current water projects
- ◆ Water conservation for the 21st century
- ◆ Groundwater contamination and water-quality regulation
- ◆ Green and water-wise gardening/landscaping

During the State of California's Water Awareness Month each May, the WAC coordinates and hosts a variety of community-focused events throughout Monterey County including water management workshops, water-project tours throughout the County school programs and displays. To kick off this year's month-long awareness campaign, the WAC and Del Monte Shopping Center will be presenting the first-ever Water Awareness Day Celebration on Saturday, May 1<sup>st</sup> from, 11am – 4pm!

This inaugural, FREE celebration will help to raise awareness and educate our local community about the importance of being water wise. This one-of-a-kind, family-friendly event, will kick-off Water Awareness Month with fun and exciting, interactive activities and entertainment, amidst the beautiful, drought-tolerant demonstration gardens at the Del Monte Shopping Center.

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The Water Awareness Committee of Monterey County, Inc.  
***Member Organizations***



- ◆ Association of Monterey Bay Area Governments
- ◆ California-American Water Company
- ◆ California Water Service Company
- ◆ Castroville Community Service District
- ◆ Laguna Seca Golf Ranch
- ◆ Marina Coast Water District
- ◆ MCSI Water Systems Management
- ◆ Monterey County Health Department/Environmental Health
- ◆ Monterey County Water Resources Agency
- ◆ Monterey Peninsula Water Management District
- ◆ Monterey Regional Water Pollution Control Agency
- ◆ Nolan, Hammerly, Etienne and Hoss
- ◆ Rancho Cañada Golf Club

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The Water Awareness Committee of Monterey County, Inc.  
**Water Awareness Day Celebration!**  
*Event Highlights*



**Saturday, May 1, 2010**  
**11am – 4pm**  
**Del Monte Shopping Center**  
**1410 Del Monte Center, Monterey**

- ◆ “Edu-tainment” & Family-Fun
- ◆ The Beautiful Demonstration Gardens at Del Monte Center
- ◆ Over 50 Participating Organizations
- ◆ Green Focused and Water Wise
- ◆ Live Music
- ◆ Interactive Activities for Grown-Ups & Kids
- ◆ Appearances by the Watahbug and ZunZun Tunes
- ◆ Topical Speakers and Learning Sessions
- ◆ Giveaways and Prizes
- ◆ Arts & Crafts
- ◆ Fun, Fun, Fun!
- ◆ FREE!

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