

LET'S POOL TOGETHER

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Pool and Spa Industry Announces Multimedia Statewide Drought Education Campaign

California Pool and Spa Association launches its “Let’s Pool Together” campaign in partnership with DWR and ACWA’s “Save Our Water” effort

(SACRAMENTO)—The [California Pool and Spa Association](#) (CPSA) today announced it has launched its drought education campaign, “[Let’s Pool Together.](#)” As a partner of Save Our Water – a statewide program of the [Association of California Water Agencies](#) (ACWA) and the [California Department of Water Resources](#) (DWR) aimed at helping Californians reduce their everyday water use – the Let’s Pool Together effort educates pool and spa owners and industry professionals about ways to maximize water efficiency this summer.

“Many people assume pools and spas waste water, but that’s just not true,” said Mike Geremia, CPSA chairman and owner of Geremia Pools. “Because pools and spas often replace traditional lawns, which are very water intensive, every pool and spa actually saves thousands of gallons of water per year. Yet even with those water savings, we know there are steps pool and spa owners can take this summer to potentially save even more. That’s why we’re launching the Let’s Pool Together campaign—to ensure that pool and spa owners do their part during the drought.”

The [Let’s Pool Together](#) campaign includes door hangers and bill stuffers for the pool service industry to communicate with homeowners and other customers, a website and social media effort and paid media component to ensure pool owners from across the state learn how to conserve even more water.

“We’re pleased the pool and spa industry is joining Save Our Water in educating Californians on simple ways to cut back on water use every day,” said Brendan Wonnacott, program manager for the state’s Save Our Water campaign. “As we move into summer, the need for Californians to conserve water – whether they own a pool or spa or not – will only continue to grow.”

The Let’s Pool Together campaign is also designed to educate local water officials that pools and spas save water, and imposing restrictions on building or refurbishing pools or spas will have an adverse effect on the economy without saving the region water.



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“A pool cover can reduce water loss to evaporation by 95 percent,” said Peter Brostrom, chief of the California Department of Water Resources’ water use efficiency section. “Checking for and fixing leaks is also critical to reduce water loss.”

A recent study in the Sacramento region showed filling all new pools would result in less than five percent of one day’s water use for the region.

The partnership with Save Our Water will ensure that pool and spa owners are getting all the facts to save water both in and outside their homes and will continue to be an ongoing part of the drought solution.

ABOUT CPSA:

The California Pool & Spa Association is the statewide umbrella trade association designed to promote the industry and to educate the public, local and state regulatory agencies, and the California Legislature on critical issues such as water and energy conservation, water safety and child drowning prevention, consumer protection, and unlicensed contractor abatement. CPSA and its predecessor (SPEC) have been the voice of the swimming pool and spa industry in California for almost 40 years.

ABOUT SAVE OUR WATER:

Governor Brown has called on all Californians to reduce their water use by 20 percent – for more ways to save and to learn more about the Save Our Water program, visit www.saveourh2o.org or follow us on Facebook or Twitter.

Save Our Water is a partnership between the [California Department of Water Resources](#) and the [Association of California Water Agencies](#).



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