



CATCH THE WAVE WITH US

Sponsors – Limoneira, Patagonia, AECOM Technology, Kennedy/Jenks Consultants, Carollo Engineers, Brooks Institute of Photography, iThentic, and Never Without A Picture.

Strategic Sponsors – Surfrider Foundation, Ventura Hillside Conservancy, Matilija Coalition, American Water Works Association (CA-NV), Friends of the Ventura River, Ventura Film Society and Film Ventura.

Film Outreach – Jury, CAPS-TV Ventura public access television, film schools, Producers Guild of America and YouTube.

Media – Water:Take 1 Facebook, Water:Take 1 Contest website, Ventura Water Water:Take 1 webpage and traditional publicity.

Local – Ocean Friendly Garden program, classroom education, and community events.

For event and contest information, contact Rachael Shapiro at Rshap33@hotmail.com or (310) 991-9568.

Our First Year in Review

Elevating our relationship with water



SPARKING THE INTEGRATED WATER REVOLUTION

Water:Take 1 was created to challenge how we look at water, how we use water and how we share water. Imagine a world where every type of water is paired with a right use. Rain is captured and/or infiltrated into the ground for later use. Water used indoors has a second life as greywater. Reclaimed water is recycled in ways that benefit our world, bringing the water cycle full circle.

Through entertainment, imagination, creativity and partnerships, Water:Take 1 aims to call attention to the serious issues facing our water resources and spark changes in attitudes and actions that will lead to a sustainable future for the next generation.

YEAR ONE SNAPSHOT

Local, national and global audience reached through its entertainment and educational framework.

- Mobilized sponsors and strategic partners to support project participation and water stewardship messaging.
- Formed a jury of entertainment and environmental professionals to select contest winners.
- Creative collateral, branding, website and social media marketing designed and executed to engage media savvy viewers and extend the reach of Ventura Water and its partners.
- Launched on World Water Day in March 2012 with a private screening of the movie FLOW: For Love of Water with over 100 community leaders and influential stakeholders participating.
- Called for water-focused short films (less than five minutes long) online at watertake1.com from March 22 to September 4, 2012.
- 10 films, of the 35 entered, selected as finalists to compete for jury-awarded \$1,500 Grand Prize.
- Community party, live and locally hosted, announces Water:Take 1 contest winners - Grand Prize, Audience Choice, and Best Student Short Film Awards in November 2012.

In the end, it is all one water