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“DROP DEFENDERS” CHALLENGES ANGELENOS TO SHOWCASE THEIR WATER SAVINGS

Eight-week challenge will feature 15 winners hailing from every council district

SEE THE MAYOR'S DROP DEFENDERS VIDEO: <https://vimeo.com/182925454>

LOS ANGELES—Save The Drop and the Mayor's Fund for Los Angeles announced the kickoff of “Drop Defenders”, an eight-week challenge building on the impact of the Save The Drop campaign.

“Los Angeles is making every effort to Save the Drop: by changing our water-using habits in order to respond to California's historic drought, and in turn creating a more sustainable city,” said Mayor Eric Garcetti. “Now we want to know how you did it. If you're a ‘Drop Defender,’ stand up and be counted.”

“Save the Drop's millions of impressions have contributed to a 19% drop in Los Angeles's water usage, but the numbers don't tell the whole story,” said Deidre Lind, President of the Mayor's Fund for Los Angeles. “With Drop Defenders, we want to celebrate the abundant creativity that Angelenos have used to re-imagine their relationship to water—and inspire even more residents to Save the Drop.”

Angelenos will have until November 10th, 2016 to submit photos or videos of their indoor and outdoor water solutions along with a brief description of what they have done to Save the Drop. Once entered, the submission will be posted to the Drop Defenders website, where applicants can invite friends to view and vote for their submission as well as view and vote for other submissions across the city. During this time, anybody is free to view or vote. Submissions and voting will all be hosted at www.savethedropla.org/dropdefenders.

Finalists will be reviewed by a Drop Defender Advisory Committee, consisting of City Council staffers and representatives from the Mayor's Fund and Mayor's Office. Fifteen winners will be selected, comprising of one from each Council District.

Drop Defenders is a program of Save the Drop, a robust citywide campaign, encouraging Angelenos across Los Angeles to conserve water. The campaign was launched in April 2015 by Mayor Eric Garcetti and the Mayor's Fund for Los Angeles in response to the Mayor's Executive Directive #5 and the Sustainable City pLAN, which call for a 20 percent water reduction by 2017. It operates by targeting residents, youth, and businesses across Los Angeles in both Spanish

and English with messages that highlight the issue, offer behavioral changes to address the problem and connect Angelenos to already existing tools and rebates. The Save the Drop campaign has won exceptional media attention, with 18.6 million impressions in Los Angeles and 77.5 million worldwide. The campaign also won *Campaign of the Year* in the 2016 thinkLA awards.

For more information about Save the Drop, please visit SavetheDropLA.com.

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About the Mayor's Fund for Los Angeles

The Mayor's Fund for Los Angeles is a non-profit, non-partisan organization dedicated to improving life for all Angelenos. Bringing together institutions and experts from across the City, the Fund supports programs that will create transformative change across Los Angeles, making it a world leader in economic prosperity, government efficiency, community resiliency, and quality of life for all of its residents. Uniquely positioned at the crossroads of local government, business, philanthropy, and non-profits, the Fund enables communication and collaboration that will tackle some of Los Angeles' most complex challenges. The Fund is supported by private donations and is overseen by an independent Board of Directors. More information can be found at www.mayorsfundla.org.