

## **MEDIA ALERT**

For Immediate Release

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### **FRESNO METROPOLITAN FLOOD CONTROL DISTRICT WINS NATIONAL AWARD**

*1st Place for Excellence in Communications for an Improving Water Quality Communication Campaign*

**FRESNO, Calif. (July 25, 2018)** – On Wednesday, July 11, the Fresno Metropolitan Flood Control District received a first-place award from the National Association of Flood & Stormwater Management Agencies for Excellence in Communications for their Improving Water Quality Communication Campaign. The award was presented to Alan Hofmann, District General Manager, at the NAFSMA 40<sup>th</sup> Anniversary Annual Meeting in Santa Fe, New Mexico.

The multilingual campaign, which ran from January to April, included elements such as an Internet landing page, television commercial, radio commercial, digital ads, Facebook ads, convenience store posters, utility bill inserts, and more, all informing the public about the dangers of stormwater pollution and how they can help prevent it. It was developed by local advertising agency, Archer & Hound Advertising.

A multimedia public outreach campaign is one of the District’s requirements under the National Pollutant Discharge Elimination System Permit, but FMFCD developed a better strategy to pique the public’s interest about a vitally important but very practical topic.

“One of the primary goals of this campaign was to show the public how stormwater pollution affects them directly,” said Alan Hofmann, General Manager. “We wanted to connect with people on a personal level in order to express the significance of safe practices and prevention while also making it easy to understand and do. This campaign achieves those objectives, and we are so proud to bring home this award for our district.”

The Fresno Metropolitan Flood Control District has been protecting the community from inconvenience due to flooding since 1956. FMFCD also collaborates with community partners to prevent

#### ***About Fresno Metropolitan Flood Control District***

*For more than 60 years, we’ve been protecting the community from property damage, personal injury, and inconvenience due to flooding. The water that flows into our storm drains is collected in the 153 urban stormwater basins around the Fresno and Clovis area and is repurposed to benefit the community. These basins help to replenish our groundwater, which is the primary source of drinking water in our area. Protect your water—it’s just beneath your feet.*



*Capturing Stormwater since 1956*

pollution and educate the public. This organization is dedicated to protecting the people of Fresno and Clovis, boosting our community's groundwater supply, and making the most efficient use of public lands. For more information about the FMFCD, the award, or the campaign elements, please visit the [Fresno Metropolitan Flood Control District blog](#) or the [Archer & Hound website](#).

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