



**NEWS RELEASE**  
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**FOR IMMEDIATE RELEASE**

## **SCV WATER WINS SEVEN PRSA LOS ANGELES AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS**

In recognition of its outstanding achievements in public relations, SCV Water received seven prestigious awards from the Public Relations Society of America's Los Angeles chapter (PRSA-LA). Overall, the Agency captured three PRism Awards, the top award in a category, and four Awards of Excellence.

PRSA-LA distributes PRism Awards to top entries, as well as Awards of Excellence, with winners chosen from multiple industries including government, technology, education and more. SCV Water received awards for exceptional work on the following campaigns during PRSA-LA's 60<sup>th</sup> Annual PRism Award Show:

### **PRism Award**

- **Brand Refresh and Brand Guide (Creative Tactics, Logo/Identity Design Category)**  
This award recognized SCV Water's comprehensive brand refresh and development of a cohesive brand guide, which modernized the organization's identity and established a clear visual standard, enhancing brand recognition and consistency across all communication channels.
- **Water Efficiency Works - Multifamily Apartment Program (Community Relations, Government Category)**  
This program was honored for its impactful approach to educating and supporting multifamily apartment communities on water-saving practices, demonstrating SCV Water's commitment to community engagement and sustainability in a traditionally challenging segment.
- **2024 Consumer Confidence Report (Publications, Annual Reports Category)**  
The 2024 Consumer Confidence Report earned distinction for its transparent and accessible presentation of water quality data, empowering the public with clear information on SCV Water's commitment to safety and compliance.

### **Award of Excellence**

- **Garden Smarter (Publications, Magazines Category)**  
This magazine was recognized for its rich, informative content that guides residents in sustainable gardening practices, positioning SCV Water as a knowledgeable resource for eco-friendly landscaping.
- **Water Currents eNewsletter (Publications, Newsletters Category)**

Water Currents was celebrated for effectively engaging subscribers with timely updates and valuable information about water resources, conservation tips, and SCV Water initiatives.

- **SCV Water Social Media (Social Media Category)**

SCV Water's social media presence was awarded for its dynamic and interactive approach to educating and engaging the community, using creative campaigns, and providing updates to broaden public awareness of water issues.

- **Conservation Videos - Lawn Replacement Program (Government Videos Category)**

This video series was recognized for its educational and visually engaging content, effectively promoting water conservation practices to the community through accessible and impactful government-produced media.

The PRISM Awards celebrate the best and brightest in public relations and communications in the Southern California region. Hundreds of entries are received annually from agencies, as well as corporate, non-profit, and independent practitioners in the public relations profession in and around the Los Angeles area. Awards are judged by a PRSA sister chapter.

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**About SCV Water:**

The Santa Clarita Valley Water Agency (SCV Water) is a full-service regional water agency located in the Santa Clarita Valley. SCV Water provides water service to approximately 75,000 business and residential customers. It was formed on January 1, 2018, when local water suppliers combined into one integrated, regional water provider. More information can be found at [yourscvwater.com](http://yourscvwater.com).

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