



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

## **SCV WATER RECEIVES PRESTIGIOUS PRSA SILVER ANVIL FOR PUBLIC RELATIONS EXCELLENCE**

*2024-25 Water Rates Engagement Campaign Selected as One of Nation's Finest*

SCV Water is proud to announce its Communications team has received one of the top honors in its field – the Public Relations Society of America (PRSA) Silver Anvil Award – for its in-house public relations campaign and community outreach supporting the Agency's FY 2025/26 – FY 2029/30 Water Rate Study and rates adjustment process. PRSA announced its 2026 Silver Anvil winners at a ceremony in New York City on May 14.

“Part of the SCV Water mission statement is ‘providing responsible water stewardship’ for the Santa Clarita Valley community,” said SCV Water Communications Manager Kevin Strauss. “Being recognized on the national stage for communicating that mission and working with the community on a complex, sensitive, and important topic like water rates is an incredible honor.”

In its 82<sup>nd</sup> year, the Anvil Awards have long been considered the icon of the public relations profession and the benchmark of outstanding performance in communications. Silver Anvils single out the best strategic communications campaigns of the year, while Bronze Anvils recognize specific outstanding tactics and materials that contribute to the success of overall programs or campaigns.

SCV Water's rates engagement campaign, which was completed in accordance with California's Proposition 218 requirements, aimed to deliver clear, accessible information through mailers, public meetings, digital platforms, a dedicated webpage, and traditional media to educate ratepayers, encourage participation in the public comment and hearing processes, and maintain Agency transparency. The campaign earned a Silver Anvil in the Community Relations – Government category, which honors work that aims to improve relations with, or seek to win the support or cooperation of, people or organizations in the community.

Earlier this week, SCV Water received a Best-in-Show and EPIC (Excellence in Public Information and Communications) award from the California Association of Public Information Officials (CAPIO) for this campaign. The Agency previously took home a PRism award (first place) from PRSA's Los Angeles chapter in October 2025.

Formed in 1947, PRSA is the leading professional organization serving the communications community through a network of more than 400 professional and student chapters around the world. PRSA members are guided by a Code of Ethics that sets out principles and guidelines for upholding the core values of the ethical practice of public relations, including advocacy, honesty, loyalty, professional development, and objectivity.

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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 75,500 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).

For more information, please contact:

Kevin Strauss, APR

Communications Manager

SCV Water

[kstrauss@scvwa.org](mailto:kstrauss@scvwa.org)