



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

PRESS RELEASE

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Contact:

Judy Shay
Public Affairs Director

d: 661-456-1041

c: 661-297-3011

jshay@palmdalewater.org

PALMDALE WATER DISTRICT RECEIVES TWO PR AWARDS

Palmdale, CA – The Palmdale Water District (PWD) Public Affairs Department was recognized with two Awards of Excellence from the Public Relations Society of America – Los Angeles (PRSA-LA) Chapter. This marks the third year in a row that the team has received a PRSA-LA award.

At last week's 60th Annual PRSA-LA PRism Awards, PWD's Water Ambassadors Academy received an award in the category of Community Relations, Government, and the Pure Water Antelope Valley groundbreaking was recognized in the category of Events and Observances, Government.

The annual PRSA-LA awards program recognizes the Los Angeles region's excellence in public relations strategic campaigns, tactical programs and professional merit. More than 500 top public relations professionals belong to the L.A. Chapter. This year's winners were selected by an independent panel of judges from the PRSA Philadelphia Chapter.

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“Receiving these awards alongside some of the top PR firms in the state makes us extremely proud of the work that we do,” said PWD Public Affairs Director Judy Shay. “To have both entries receive awards was a pleasant surprise. It shows our dedication to our craft and to the District.”

The Water Ambassadors Academy, offered annually since 2018, is a program that gives community members an in-depth look at PWD and the water industry. Attendees have the opportunity to learn about where their water comes from and the functions of the District’s various departments. More than 100 people have “graduated” from the program.

Drawing more than 100 attendees and coverage by the *Los Angeles Times*, the Pure Water Antelope Valley groundbreaking was a celebration of PWD’s start in building the first advanced water purification project in the Antelope Valley.

“I am extremely proud of the Public Affairs team and its efforts to engage with the District customers,” said PWD Assistant General Manager Scott Rogers.

The Public Affairs Department is a two-person team that is responsible for tasks including community outreach, public relations, advertising, social media, graphics, photography, publishing internal and external newsletters, and government relations.

Since 1918, the Palmdale Water District has provided high-quality water at a reasonable cost. We pride ourselves on providing great customer care; advocating for local water issues that help our residents; educating the community on water-use efficiency; and leading our region in researching and implementing emerging technologies that increase operational efficiency. For more information about PWD, visit www.palmdalewater.org.