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## **Otay Water District Announces New Year's-Themed Instagram Photo Contest to Highlight the Importance of Water During the State Drought**

**Spring Valley, CA** – The Otay Water District has launched a New Year's-themed Instagram photo contest as one way to help make the community aware of water-saving efforts during the drought. The District encourages participants to use their creativity and share photographs of how they plan to save more water in 2022.

"The state is in a drought and the District is doing its part to support the governor's efforts asking residents and businesses to use 15% less water from 2020 volumes," said Otay Water District General Manager Jose Martinez. "The contest is one of many ways we are educating the public on conservation efforts. We'd like this to be a fun way for participants to show the rest of the community how they will continue to save water."

To enter the contest, each participant must follow @otaywater on Instagram and post a photo on their public Instagram account demonstrating one way to save more water in 2022 as a New Year's resolution. The photo must include a caption and the hashtag #OtaySaveWaterResoution. If a participant does not have an Instagram account, they can submit their entry through a public Facebook or Twitter account. The deadline to submit photos is Jan. 31, 2022 by 11:59 p.m. PST.

The District will also upload the qualifying entry photos to its @otaywater Instagram page, where it will count the total number of "likes" for each entry through Feb. 4.

The District will select first, second and third place winners for each of the two categories: 1) photo with most likes on Otay's Instagram page; and 2) photo selected by Otay staff based on theme, originality and creativity. The District will then verify the address of each winner. If winners are customers of the District, they will receive a gift card from a restaurant in the District's service area. First place will receive \$75; second place: \$50; and third \$25. If winners are not District customers and live in the United States, their prize will be an Amazon gift card. First place will receive \$50; second place: \$35; and third \$20.

The District will announce the winners on Instagram during the week of Feb. 14. For full details on eligibility and entry rules, visit [otaywater.gov/IG-Contest-2022](http://otaywater.gov/IG-Contest-2022).

To learn more about what conservation practices remain in effect and for more information on water-use efficiency and other resources available to Otay's customers, visit [otaywater.gov/conservation](http://otaywater.gov/conservation). For details on the drought, visit [otaywater.gov/drought](http://otaywater.gov/drought).

*The Otay Water District is a public agency providing water, recycled water and sewer service to more than 226,000 customers within approximately 125 square miles of southeastern San Diego County, including the communities of eastern Chula Vista, Bonita, Jamul, Spring Valley, Rancho San Diego, unincorporated areas of El Cajon and La Mesa, and eastern Otay Mesa along the international border with Mexico. For more information on the Otay Water District, visit [otaywater.gov](http://otaywater.gov).*

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