Western’s Community Engagement Programs Take Home Top Honors

RIVERSIDE, Calif. – Western Municipal Water District received top honors from the Public Relations Society of America – Inland Empire Chapter (PRSA-IE) recognizing the District’s commitment to transparency in customer communications and top-quality community engagement programs and projects.

“Engaging with our customers is a top priority for Western, and we continue to look for effective ways to reach out to them,” said Western’s Deputy General Manager Craig Miller. “We’re pleased to receive recognition from a nationally recognized association for the strategic communication efforts that benefit our customers.”

Western’s Earth Night in the Garden received a Polaris award in the Special Event category. Earth Night in the Garden, which takes place annually on Earth Day, is the District’s premier community event that celebrates water efficiency and the environment.

In addition, the District’s On Tap customer newsletter received a Polaris in the newsletter category. On Tap is sent out quarterly to Western’s 25,000 retail customers and highlights Western’s events, projects and programs.

Entries were judged senior-level public relations practitioners from the PRSA Southern Arizona Chapter. The awards were given out yesterday at the Inland Empire Chapter’s annual awards program.

Formed in 1965, the PRSA-IE brings together public relations professionals in San Bernardino and Riverside counties. This chapter is part of the Public Relations Society of America, headquartered in New York City, and is the world’s largest professional organization for public relations professionals, with nearly 20,000 members, organized into 117 chapters nationwide, who represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations.

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Western Municipal Water District provides water supply, wastewater disposal and water resource management to the public in a safe, reliable, environmentally sensitive and financially responsible manner.