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# Cal Water Launches New Water Education Programs to Teach Kids About Conservation

## New School Challenge and Interactive Experience Developed in Collaboration With the North American Association for Environmental Education

SAN JOSE, CA -- (Marketwired) -- 11/05/14 -- Learning about water conservation just got a new, competitive, and fun twist, as California Water Service Company (Cal Water), the largest subsidiary of California Water Service Group (NYSE: CWT), today announced the launch of Cal Water H<sub>2</sub>O Challenge ([www.calwater.com/challenge](http://www.calwater.com/challenge)) and Cal Water Town ([www.calwater.com/town](http://www.calwater.com/town)), two new water education programs for the classroom and home.

Building on Cal Water's commitment to improving the quality of life in the communities it serves, Cal Water H<sub>2</sub>O Challenge and Cal Water Town provide in-class and at-home interactive experiences for students, parents, and educators to learn and teach about the importance of water conservation through science and fun.

The programs, developed in collaboration with the North American Association for Environmental Education (NAAEE), include a classroom competition and at-home activities. The competition is open to school classrooms grades 4-6 in Cal Water service areas, and the winning class will receive an educational field trip to the Channel Islands. However, all teachers and children, including those not in Cal Water service areas, can utilize the program materials for their own curriculum and use.

"With more than 80 percent of California in extreme drought conditions this year, it is more important than ever that we are educating younger water users about conservation," said Martin A. Kropelnicki, Cal Water President and CEO. "Cal Water H<sub>2</sub>O Challenge and Cal Water Town provide opportunities for kids across California to learn and have fun through educationally sound programs."

"We are thrilled to be working with Cal Water on such crucial programs as the need for water conservation continues to rise," said Christiane Maertens, Deputy Director, NAAEE. "Through Cal Water H<sub>2</sub>O Challenge and Cal Water Town, kids will be learning from programs developed by a consortium of education and science experts."

The programs were developed with expertise and input from the WestEd K-12 Alliance to ensure educationally sound, grade-specific experiences that encourage connection with STEM (science, technology, engineering, and mathematics) learning.

***Cal Water H<sub>2</sub>O Challenge***

The Cal Water H<sub>2</sub>O Challenge ([www.calwater.com/challenge](http://www.calwater.com/challenge)) is a project-based competition for grades 4-6 in schools served by Cal Water seeking to enhance students' understanding of water-based science concepts. The in-class program offers a unique opportunity for upper elementary teachers to facilitate their students' learning of standards-based content, while developing the core foundation of environmental principles necessary to becoming science-literate citizens. For more information about eligibility, visit [www.calwater.com/challenge](http://www.calwater.com/challenge).

Over the course of 4-8 weeks, classrooms will:

- Initiate, develop, and implement a project focused on water through a community-based endeavor, following project-based learning methodology.
- Create and submit a portfolio including: project goals, student research, science and/or engineering experimentation, actions to solve a local water issue, and public outreach efforts. The submission will also include student and teacher reflections.

To ensure educators have access to the support they need, teachers will be provided with technical, expert, and monetary support through:

- Online resources and logistical assistance.
- Targeted educational support and on-call teacher consultants from WestEd K12 Alliance.
- Up to 20 \$500 teacher grants (chosen by lottery) to aid in the completion of classroom projects.

The grand-prize winning class will receive an all-expense paid Naturebridge nature exploration trip to the Channel Islands, an ideal setting to discover the wonders of ecology, biology, and conservation.

### ***Cal Water Town***

A fun, educational experience, Cal Water Town ([www.calwater.com/town](http://www.calwater.com/town)) was created for kids from preschool through fifth grade. In the interactive program, visitors explore a digital town, where they are greeted by guide and town mascot "Mr. Fish," who explains the use and importance of water throughout the community. Kids will enter their grade level to benefit from programming that is tailored to their skill sets.

Guests can then click around the town to engage in activities and learn water-related facts. Together, kids and families can learn new ways to change their daily routines to conserve this precious resource. Along the way, quizzes will gauge learning and improvement.

### ***About Cal Water***

California Water Service Company serves about 2 million people through 473,100 service connections in California. The company has provided water service in the state since 1926. Additional information may be obtained online at [www.calwater.com](http://www.calwater.com).

### ***About NAAEE***

The North American Association for Environmental Education is a pioneering membership organization dedicated to accelerating environmental literacy through education. NAAEE supports a network of more than 16,000 educators, researchers, and organizational members working in environmental education across more than 30 countries through direct membership and 54 regional affiliate organizations. Through sponsored community

networks, publications, and employment development opportunities, NAAEE provides resources for educators, professionals, volunteers, and researchers. For more information, visit [www.naaee.net](http://www.naaee.net).