



**SAN DIEGANS
WASTE
NO WATER**
ALL DAY. EVERY DAY.

THE CITY OF SAN DIEGO
PUBLIC UTILITIES



FOR IMMEDIATE RELEASE

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Star Student Filmmakers Walk the Red Carpet with City Councilmember Marti Emerald to Raise Awareness about San Diego's Call to Conservation

SAN DIEGO – That's a wrap! Yesterday evening City Councilmember Marti Emerald walked the red carpet along with local student filmmakers at San Diego's cinematic event of the year. The City's Annual *Waste No Water* Film Contest Red Carpet Premiere took place Wednesday evening, May 21, at the Reuben H. Fleet Science Center IMAX Theater in Balboa Park. The event, where the winning films from eleven finalists were shown on the big screen, is part of an effort to engage student filmmakers in the concepts of water conservation and reuse awareness. There is still one last chance to win. All eleven finalists are eligible for the Viewer's Choice Award. Voting for this award takes place on the San Diegan's Waste No Water Facebook page starting today and ending June 5, World Environment Day.

"Our talented local youth are using their creativity in film to draw attention to the serious drought our city and state are in" said Councilmember Emerald, who posed alongside the star student filmmakers for the cameras. "It is so great to see these students using their talent and imagination toward conserving one of our most precious resources. This year's record 84 entries prove that the message to *Waste No Water* is being passed down to the next generation and that San Diegans have embraced as a way of life."

The film contest, *San Diegans Waste No Water*, focuses on the message that water conservation is part of the San Diego lifestyle. The competition is open to high school and college students. Each entrant's 20-second water conservation film is reviewed first by the City of San Diego staff, then reviewed by a panel of judges. The judges determined the finalists and pre-selected the winner.

Winning filmmakers Ana Little-Sana and Mia Rollins from E3 Civic High School took home the grand prize for their film "How to Reuse Greywater," which features great cinematography and includes three simple tips on how to waste no water at home.

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Second place went to a team of filmmakers from Southwestern College - Ricardo Arriaga, Elisha Cecil, Fredo Herrera, Jeniffer Linch, Edwin Frank Ortiz, Jessica Peak and Daniel Stone for their film “Bad Bad Carwash” which provides a humorous take on how to save water while washing your car. Third place went to Bobby Gregory and Tierra Delvey from San Diego High School for their film “Save the Drain” which emphasizes one easy way to save water when taking a bath or shower.

The complete list of contest winners are:

Film Name: *How to Reuse Greywater* – **Winner**
Film By: Ana Little-Sana and Mia Rollins
School: E3 Civic High School

Film Name: *Bad Bad Carwash* – **2nd Place**
Film By: Ricardo Arriaga, Elisha Cecil, Fredo Herrera, Jeniffer Linch, Edwin Frank Ortiz, Jessica Peak and Daniel Stone
School: Southwestern College

Film Name: *Save the Drain* – **3rd Place**
Film By: Bobby Gregory and Tierra Delvey
School: San Diego High School

Other finalists are:

Film Name: *Water Conservation*
Film By: Donte Grady, Jake Huckabone, Melanie Setterbrg and Elijah Varela
School: Madison High School

Film Name: *Water is as Sweet as Candy*
Film By: Brian Lithicum and Declan Robinson
School: Point Loma High School

Film Name: *Waste No Water*
Film By: Viraj Mandania, Kyle Mullin, Matt Rudick and Brandon Vu
School: Scripps Ranch High School

Film Name: *Wasteland*
Film By: Black Brubaker and Devon Knox
School: Point Loma High School

Film Name: *Every Drop Counts*
Film By: Alex Rodriguez
School: San Diego City College

Film Name: *The Breakup*
Film By: Kimberly Cole and Louise Johansen
School: Point Loma High School

Film Name: *Water Ninjas*
Film By: Summer Ingruo and Trinity Ondek
School: Scripps Ranch High School

Film Name: *Waste No Water*
Film By: Kyle Punzalan
School: San Diego School of Creative and Performing Arts

The judges' panel consisted of:

- Beth Accomando, Film Critic for KPBS
- Robyn Bullard, Senior Public Information Officer, City of San Diego
- Lisa Franek, Film Festival Curator/Program Director, San Diego Latino Film Festival
- Larry Zeiger, Visual and Performing Arts Educator, BestFest Film Festival

The winning film will be shown at Mission Valley and Plaza Bonita AMC Theaters, and the Mira Mesa Edwards Theater as a public service announcement before this summer's biggest blockbusters. In addition to having their film presented in theatres, the winning filmmakers received a generous prize package from local San Diego businesses and attractions. Contributors include:

- NCM Media Networks
- Sprinkles Cupcakes
- Surfari Surf School
- Trader Joe's
- Vertical Hold Rock Climbing Gym

Additional information about the film contest and the event details are available online at www.sandiego.gov/water/conservation. To request information about the contest or obtain copies of the finalists' entries, please contact Destree Lazo Bascos at (619) 232-2112, ext. 108 or at Destree@collaborativeservices.biz.

The City of San Diego's Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.wastenowater.org or call (619) 515-3500.

