



CALIFORNIA DEPARTMENT OF WATER RESOURCES

NEWS FOR IMMEDIATE RELEASE

Media Advisory

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DWR's Drought Team Leader Will Speak at Big Fresno Fair Friday October 9 Is 'Save Our Water Day'

SACRAMENTO — Water conservation during one of California's most severe droughts on record and what to expect this winter will be the focus of a presentation this week at the Big Fresno Fair. Bill Croyle, who has led the Department of Water Resources (DWR) drought team for the past two years, will give a presentation on Friday, which the Fair has designated "Save Our Water Day."

- WHO:** Bill Croyle, DWR's Drought Emergency Operations Manager and Deputy Director for Statewide Emergency Preparedness and Security
- WHAT:** 30-minute presentation on water conservation, DWR's Turf and Toilet Rebate Program, the building El Niño in the Pacific Ocean and other drought-related topics. To be followed by media availabilities with Mr. Croyle.
- WHERE:** Blue Moon Yosemite Station stage, Big Fresno Fair, 1121 S. Chance Avenue, Fresno. See #2 in blue V1 area on map below (indicated by arrow, just above the orange "ATTRACTIONS" box). Media contact: Danielle Griffin (559) 994-3133.
- WHEN:** 1:30 – 2:00 p.m. on Friday, October 9, 2015
- WHY:** The current four-year drought is characterized by a significant lack of precipitation, higher temperatures than normal, depleted reservoirs, the smallest winter snowpack on record and severe water shortages that have affected communities throughout California, but especially in the Central Valley. Mr. Croyle represents DWR on Governor Brown's Interagency Drought Task Force, which coordinates drought assessment, response and mitigation actions among a multitude of local, State and federal agencies. Previously, he worked for more than 23 years for the Central Valley Regional Water Quality Control Board.
- HOW:** Mr. Croyle's presentation will cover several water conservation and drought-related issues, including the El Niño condition that continues to build in the Pacific Ocean. Expectations that a strong El Niño will deliver heavy rain to California are tempered by the record of some strong El Niños that delivered disappointingly little precipitation.

Conservation – the wise, sparing use of water – remains California's most reliable drought management tool. Each individual act of conservation, such as letting the lawn go brown or replacing a washer in a faucet to stop a leak, makes a difference over time.



Big Fresno Fair Map

