



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

PRESS RELEASE

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***THE PIPELINE*, PWD'S BILINGUAL CUSTOMER NEWSLETTER, WINS PR AWARD**

Palmdale, CA – Palmdale Water District (PWD) is pleased to announce that its customer newsletter, *The Pipeline*, has been recognized by the Public Relations Society of America – Los Angeles (PRSA-LA) Chapter with a PRism Award of Excellence.

At last week's 61st Annual PRSA-LA PRism Awards, *The Pipeline* received the award in the OWNED Category – Publications & Newsletters. Published quarterly, the bilingual newsletter is sent to 27,000 PWD residential and business accounts and available on the District's website and social media platforms.

The annual PRSA-LA awards program recognizes the Los Angeles region's excellence in public relations, strategic campaigns, tactical programs and professional merit. More than 500 top public relations professionals

(more)

belong to the L.A. Chapter. This year's winners were selected by an independent panel of judges from the Minnesota PRSA Chapter.

PWD Public Affairs Specialist Michelle Trejo and Public Affairs Director Judy Shay are the team that writes, designs, edits, translates to Spanish, and publishes *The Pipeline*.

“Michelle and I are very pleased to have PWD and *The Pipeline* recognized amongst the tremendous talent in Los Angeles,” Shay said. “We have been a PRSA-LA PRISM Awards finalist for the past six years and have won awards five of those years. These honors reinforce our commitment to engaging and informing our customers with creativity and transparency.”

The Public Affairs team is responsible for tasks including community outreach, public relations, advertising, social media, graphics, photography, publishing internal and external newsletters, and government relations.

“I am extremely proud of our two-person Public Affairs team for their achievements and commitment to our customers,” said General Manager Dennis D. LaMoreaux. “They are a perfect duo who have done and continue to do great work for our District. The awards are proof of their talent and value to our customers.”

Since 1918, the Palmdale Water District has provided high-quality water at a reasonable cost. We pride ourselves on providing great customer care; advocating for local water issues that help our residents; educating the community on water-use efficiency; and leading our region in researching and implementing emerging technologies that increase operational efficiency. For more information about PWD, visit www.palmdalewater.org.

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