

# Defending Against Drought



## POOL CONSTRUCTION SHUT DOWNS?

Californians are experiencing one of the most severe droughts in our state's history. Our reservoir levels are where they were three years into the last drought. And 85% of the state is considered in a severe drought situation and over 50 cities in California are in danger of running out of drinking water.



The worsening drought is threatening industries dependent on water. Agriculture, wine production, fishing, and pool construction are being substantially affected by the need to conserve water for health and drinking water purposes.

Already, the California State Water Board has cut off water to thousands of California farmers, declaring the use of water for agriculture and wine production as unreasonable. Add to that, most California cities are in the process of implementing stages of their Urban Water Management Plans, which in many cases restrict the use of public water to fill new swimming pools.

## WE NEED YOUR HELP.

The Pool & Hot Tub Alliance has committed \$200,000 in support of our efforts to protect our industry and correct the record regarding the pool and hot tub industry's use of water.

We can't do it alone. We need your help. The more financial support we raise, the more we can invest in resources to change the perception and educate regulators about the impact the pool and hot tub industry has on the California economy.

POWERED BY



# DONATE TO THE DROUGHT DEFENSE FUND TODAY!

## Donation Details

One Time       Monthly

### Donation Amount

\$500    \$1,000    \$2,500    \$5,000    \$10,000    \$15,000    \$25,000

### Donor Information

First Name / Last Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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### Payment Info

Name on card \_\_\_\_\_ Credit Card Number \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_ Zip Code \_\_\_\_\_

Please send the completed form to [accounting@phta.org](mailto:accounting@phta.org).

## YOUR CONTRIBUTION WILL HELP

Redesign and relaunch the Let's Pool Together website

Develop resources to help PHTA members effectively engage with their communities, customers, and municipalities

Execute a public awareness campaign to educate Californians about water conservation

Launch targeted content marketing and paid ad campaigns

Execute a public service announcement campaign