



**Long Beach Water Department**  
The Standard in Water Conservation &  
Environmental Stewardship

**MEDIA RELEASE**

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## Long Beach Water Department Unveils Newly Designed Website

LONG BEACH, CA – Today, the Long Beach Water Department (LBWD) revealed a fresh, new look for its website, [www.lbwater.org](http://www.lbwater.org). The new website is called Long Beach 90H2O.

The re-designed website retains the same web address and much of the same content as before, but offers an improved look and enhanced user experience. Designed by Lakewood-based web development company ASTRALCOM, the new website employs an upgraded layout and innovative features that will appeal to users of all ages.

The new website will continue to utilize Web 2.0 applications, such as Twitter, Youtube and Facebook, but will also offer users the opportunity to use the cutting edge SecondLife technology, which offers users a “virtual” experience. Users will be able to visit a simulated LBWD world in a first-person, 3D format. The virtual Water Department includes a number of interactive areas such as drought-tolerant gardens where people can learn about the different kinds of water-efficient plants that are available to use in their landscaping at home.

These non-traditional, but effective technologies will enable the LBWD to expand upon the scope of its communications with LBWD customers and will facilitate interaction with people outside of the Water Department in an engaging and educational manner.

Other notable features on the new website include:

- A new Kids section, including a variety of fun and interactive water-themed games
- An informative H2O Video Tip of the Week
- An expanded “Beautiful Long Beach Landscapes” section, with even more photographs and other useful information for people who are interested in transforming their existing landscapes to a more water-friendly layout

The Long Beach Water Department is an urban, southern California retail water supply agency and the standard in conservation and environmental stewardship.

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