

MEDIA RELEASE

FOR IMMEDIATE RELEASE

March 25, 2019

BREATHE LA Awarded \$75,000 Grant from Los Angeles Department of Water & Power

LADWP grant will allow BREATHE LA to reach more areas across Los Angeles County to provide residents with sustainability & energy efficiency education

LOS ANGELES, CA., March 25, 2020 – [BREATHE California of Los Angeles County \(BREATHE LA\)](#) was recently awarded a \$75,504 grant by the [Los Angeles Department of Water & Power \(LADWP\)](#) for energy efficiency education. The grant will enable BREATHE LA to educate communities in underrepresented areas through general outreach, community workshops, and material distribution.

“BREATHE LA is looking forward to our partnership with LADWP as we work together to spread the message of energy efficiency across the City of Los Angeles,” says BREATHE LA’s President and CEO Marc Carrel. “This grant allows us to work within the local communities that we serve and educate residents on how to make their homes more sustainable.”

BREATHE LA will execute outreach around LADWP’s energy efficiency programs based on a community needs assessment, including social media messaging, printed materials and in-person & online presentations on various topics including the importance of using LED lights over fluorescent and CFLs. BREATHE LA educators will meet with representatives from seven community center sites throughout LADWP’s Los Angeles service area throughout the partnership to describe how energy efficient practices will help residents in their neighborhood; to listen to any specific population needs; and to determine the most effective methods to engage participants (time, messaging content) as well as to provide topical LADWP materials.

The results and outcomes of the partnership will be measured through tracking the sustainability of benefits achieved and behavior change through a three-month, post-workshop survey provided to all participants who attend. BREATHE LA will provide an LED kit to each participant who completes a workshop survey and provides an email or mailing address for survey participation. BREATHE LA will provide LADWP with a final report at the end of the one-year grant period.

“We want to share LADWP’s energy efficiency tips and tools with our community, including how LADWP is taking an active role in ensuring a healthier and more sustainable environment for all, both now and for the future,” says Carrel. For more information on BREATHE LA’s programs and advocacy work, visit breathela.org.

About BREATHE LA

BREATHE California of Los Angeles County (BREATHE LA) is a 501(c)(3) nonprofit organization promoting clean air and healthy lungs in Southern California through research, education, advocacy, and technology. BREATHE LA provides environmental health screening, education, and empowerment programs to communities most impacted by alarming chronic lung disease rates and the region’s air quality, which is the poorest in the nation. The organization pursues its mission by educating youth, patients and the general public, engaging the community,

advocating for changes to public policy, and supporting clinical and public health research. To learn more about BREATHE LA, visit www.breathela.org.

About Los Angeles Department of Water and Power

The Los Angeles Department of Water and Power (LADWP) is the nation's largest municipal utility, with a 7,880 megawatt (MW) electric capacity and serving an average of 438 million gallons of water per day to the 4 million residents of the City of Los Angeles, its businesses and visitors. For more than 100 years, LADWP has provided the city with reliable water and power service in a cost effective and environmentally responsible manner.

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