

# 2004 Wave Awards

*Presented during the 2004 AEA Spring Conference in Atlantic City*

## FORWARD THINKING



**Mount Laurel Township  
Municipal Utilities Authority  
Going To The Movies**

Every year the Mount Laurel Township hosts a fall festive that attracts approximately 10,000 people. Every year the event includes an exhibit booth from the Mt. Laurel MUA which offers information to the local community about water conservation and other water-related topics.

The 2003 “Hollywood” themed fall festival was not lost on the MUA. The MUA employees erected an old-fashioned open-air movie theater marquee with tents and a “Now Showing” sign with pictures of the characters in the MUA movie. The eight-minute MUA fun-packed video featured the two fictional characters Ethel Mermaid and Tad Pole divulging information about water treatment, pollution, conservation efforts, and how water moves from source to homes. This video is also used for pre-plant tours and school science classes.

Once the movie marquee grabbed the interest of the public, people were given a movie tickets, a bag of popcorn from the rented popcorn maker, and a bottle of water. Moviegoers walked into the tent covered with large posters of movies with a water theme such as “Singing in the Rain”, “Titanic”, “Water World”, and various other movies. Viewers took a seat on benches within the tent theater and watched the movie on a big screen TV. The movie played every fifteen minutes with approximately twenty-five people for each showing. This was a successful public relations opportunity to present water-related information in a very appealing and fun-filled manner that the local community will remember.