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FOR IMMEDIATE RELEASE

Upper Water Launches “All Tap, Always” Campaign

Monrovia, CA – The Upper San Gabriel Valley Municipal Water District (Upper Water) has launched *All Tap, Always*, a campaign recognizing tap water as clean, convenient, and dependable for the San Gabriel Valley. The campaign encourages individuals to choose tap water over bottled water and highlights the accessibility and reliability of water through local water systems.

“Tap water is something we use every day, yet it's easy to overlook how convenient and reliable it is,” said Upper Water Board President Katarina Garcia. “With All Tap, Always, we want to encourage our communities to recognize tap water as a reliable choice for everyday hydration and make choosing the tap a simple part of everyday life.”

A key component of the campaign is its multilingual outreach, with materials developed in English, Spanish, and Mandarin to help connect with the diverse communities throughout Upper Water's service area and build trust in their local tap water. The campaign also introduces “All Tap, No Cap,” a youth-focused extension of *All Tap, Always*. Designed with younger audiences in mind, *All Tap, No Cap* uses familiar language and a playful message to encourage students to choose tap water over bottled water. The phrase “no cap,” commonly used to mean “no lie” or “for real,” also creates a connection to the campaign's goal of moving away from single-use plastic water bottles and toward reusable bottles filled with tap water.

Additionally, Upper Water has developed a dedicated webpage that brings the campaign's information and resources together in one place. The page provides an opportunity for community members to learn more about their local water supply and explore materials that reinforce the benefits of choosing tap water. The page will also support Upper Water's broader education and community engagement efforts, providing a resource that can be incorporated into school programs, educational presentations, and outreach activities.

For more information about the *All Tap, Always* campaign and to explore campaign resources, please visit: <https://upperwater.org/alltap/>

Upper Water's mission is to provide a reliable, sustainable, diversified, and affordable portfolio of high-quality water supplies to the San Gabriel Valley; including water conservation, recycled water, storm water capture, storage, water transfers and imported water. Upper Water services nearly one million people in its 144 square mile service territory. Governed by a five-member elected board of directors, Upper Water is a member agency of the Metropolitan Water District of Southern California. Annually, more than 78 billion gallons of water is used in Upper Water's service area. For more information about Upper Water and the water use efficiency programs mentioned, please visit our website www.upperwater.org

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