

FOR IMMEDIATE RELEASE
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Zone 7 Adopts New Logo

Design Keeps Best of the Old Logo, but Strengthens Identity

In part to help celebrate the Zone 7 Water Agency's 50th anniversary in 2007, the agency's Board of Directors on Wednesday night approved an updated logo designed to convey more about who Zone 7 serves and what it does.

Many residents within Zone 7's service area aren't aware that it is the water wholesaler for Pleasanton, Livermore and Dublin, and provides flood protection to all of eastern Alameda County.

The new logo, though not radically different from the old one, helps tell more of that story and with elements that reflect the importance of our local watershed and groundwater basin. It will in the future be used in various Zone 7 publications and on letterheads.

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The Zone 7 Water Agency is one of the 10 active zones of the Alameda County Flood Control and Water Conservation District. The District was established by the State Legislature in October 1949 to solve problems of flooding, drainage, channel erosion and water supply and conservation in Alameda County. In 1957, by popular vote, Zone 7 became a special district governed by a seven-member board of directors. Along with flood protection, Zone 7 supplies water to all of eastern Alameda County and a population of more than 190,000. Treated water is sold wholesale to local retailers, including the cities of Livermore and Pleasanton, the Dublin San Ramon Services District, and the California Water Service Company. Zone 7 also distributes untreated water to local agriculture operations and golf courses.