



WESTERN GROWERS WATER VIDEO CAMPAIGN

campaign started on March 7



1,930,273 impressions
people who have seen the video



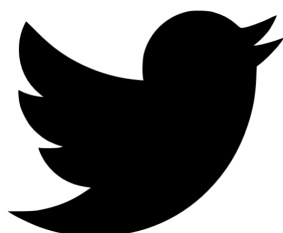
264,993 video views
people who have clicked & watched the video



1,884 social media interactions
people who have liked, shared or commented on the video



2,724 water page views
returning & unique visitors who viewed wga.com/water



76 #lostCAwater
people who have used our #lostCAwater hashtag