

Water should be clear, but not invisible.



Indispensable to jobs, the economy, our health and our communities, water runs through our lives in many ways.

We must all work together to keep our water clean and healthy. To do that, we each need to learn to value water. We need to invest our time and energy in protecting our natural resources and infrastructure. And we need to come together to share an important message:

WATER'S WORTH IT[®]

YOUR RESPECT

Communities are Built on Water

Unlike people in many parts of the world, Americans have access to safe and clean water and sanitation services. Our water and wastewater treatment systems are world-class. Every community is literally built on top of this infrastructure and wouldn't be possible without it. You may not give it a second thought, but now's the time to stop and think about water and how essential these services are to your life.

YOUR EFFORT

Clean Water is Everyone's Responsibility

We all consume water and create waste. In fact, the average American uses 176 gallons of water a day¹. Every drop that enters your home or business is treated and discharged back into the water cycle. Water is a finite resource; it must be managed well. Everybody uses water. Everybody is responsible for it.

YOUR HEALTH

Water IS Life

Up to 60% of the human body is water, the brain is 70% water, and the lungs are nearly 90% water. We are made of water and we can't survive without it. But the water we need also must be clean. Water and wastewater treatment has changed the lives of millions of Americans—all but eliminating fatal diseases like cholera, typhoid, dysentery, and hepatitis. America has some of the cleanest, safest drinking water in the world and it must be preserved. Your life depends on it.

YOUR FUTURE

Dealing with an Aging Infrastructure

Turning on the tap or flushing the toilet is as simple as turning a knob or pushing a handle. What you don't see is the vast infrastructure—800,000 miles of water pipe and 600,000 miles of sewer line²—that takes over from there. These systems have worked silently for years, in some cases more than a century, without major interruptions, but now they need your attention. Your investment is needed to keep infrastructure functional for current and future generations.

OUR PASSION

Finding Solutions for the 21st Century

The water sector constantly seeks innovative solutions to community and water system challenges. Undertaking efforts, such as reclaiming water for reuse and generating energy from wastewater, enable the sector to adapt to our changing environment and be good caretakers of our water resources. Water professionals have dedicated their careers to providing clean and safe water to protect everyone's health, planet, and quality of life. Water is our passion.

YOU NEED WATER. WATER NEEDS YOU.

We all have something at stake when it comes to water. Each of us also has a valuable contribution to make. But first we need to understand the issues. That's where WATER'S WORTH IT comes in.

WATER'S WORTH IT is a messaging campaign that will help answer the questions about how our actions, attitudes, and the things we most value are so closely connected with water. And it will help you to be as good to water as water's been to you. To learn more, visit www.WatersWorthIt.org.



¹ United Nations Development Programme, Human Development Report 2006 (March 2006), p. 34. <http://hdr.undp.org/en/reports/global/hdr2006/>

² General Accounting Office, Water Infrastructure: Comprehensive Asset Management Has Potential to Help Utilities Better Identify Needs and Plan Future Investments (March 2004), p. 14. <http://www.gao.gov/new.items/d04461.pdf>