

In the United States, many of us take water for granted. There are millions of people around the world who lack access to clean water and basic sanitation, while we simply have to turn on the tap or flush the toilet. We forget that without clean water, OUR HEALTH, and our quality of life is at risk.

We forget about the vast infrastructure beneath our feet and the tireless dedication of water professionals who work day and night to keep our water clean. It's time we show OUR RESPECT for water and the men and women who provide these essential services.

We must increase OUR EFFORT in keeping our water safe and show OUR PASSION for the indispensable resource that our lives and OUR FUTURE depend on. Every aspect of our lives is directly connected to water and we must learn to value it. We all use water and we are all responsible for it. Our voice, our thoughts, and our actions are crucial to sustaining the quality of life that water provides.

Be as good to water as water's been to you.  
WATER'S WORTH IT™!



OUR  
RESPECT



OUR  
EFFORT



OUR  
FUTURE



OUR  
HEALTH



OUR  
PASSION

**WATER'S WORTH IT**®

**WATER  
SHOULD  
BE CLEAR,  
BUT NOT  
INVISIBLE.**



**WATER'S WORTH IT**®



WATER'S WORTH IT™ is a trademark of the Water Environment Federation.

**WATER'S WORTH IT**®

INDISPENSABLE  
TO JOBS, THE  
ECONOMY,  
YOUR HEALTH  
AND YOUR  
COMMUNITY,  
WATER RUNS  
THROUGH  
YOUR LIFE IN  
MANY WAYS.

## WATER'S WORTH...



### **YOUR RESPECT**

You may not give it a second thought, but now is the time to stop and think about water and how essential it is to your life. Water deserves your respect.



### **YOUR EFFORT**

Water is a finite resource and it must be managed well. Everybody uses water. Everybody is responsible for it. Water needs your effort.



### **YOUR HEALTH**

You need water and can't survive without it. We must all work together to keep it clean and healthy. Your life depends on it.



### **YOUR FUTURE**

Your infrastructure has worked silently for years to provide clean water and sanitation. Your investment is needed to keep it functional for current and future generations.



### **OUR PASSION**

Water professionals have dedicated their careers to providing clean and safe water to protect your health, planet, and quality of life. Water is our passion. We'd like it to be yours, too.

**YOU NEED WATER. WATER NEEDS YOU.**

To learn more, visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org).

**WATER'S WORTH IT.**