

FOR IMMEDIATE RELEASE  
May 7, 2018

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## Water community invites consumers to ‘Protect the Source’ during Drinking Water Week

*[Insert CITY, STATE]* – *[Insert organization’s name]* today kicked off this year’s [Drinking Water Week](#) with an invitation to “Protect the Source” throughout *[Insert city or state]*.

*[Insert organization’s name]*, the [American Water Works Association](#) and the water community across North America will celebrate Drinking Water Week by recognizing the vital role drinking water plays in daily lives. Focus will be placed on ways in which water consumers can take personal responsibility in caring for their tap water and protecting it at its source.

“When we get to know our local drinking water sources, we come to understand that it is our duty as consumers and community stewards to protect and preserve them,” said AWWA Chief Executive Officer David LaFrance. “Drinking Water Week provides a great opportunity to learn the various ways in which we can each protect our source water so it’s available for future generations.” *[OR insert quote from CEO, mayor, governor, etc.]*

To commemorate the week, water utilities, water organizations, government entities, environmental advocates, schools and other stakeholders will celebrate the importance of drinking water through presentations, events and festivals to provide information on how consumers can understand and appreciate their water.

### About Drinking Water Week

For more than 40 years, AWWA and its members have celebrated Drinking Water Week, a unique opportunity for both water professionals and the communities they serve to join together in recognizing the vital role water plays in daily lives. Additional information about Drinking Water Week, including free materials for download and celebration ideas, is available on the [Drinking Water Week webpage](#).

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*[Insert company boilerplate]*

*Established in 1881, the American Water Works Association is the largest nonprofit, scientific and educational association dedicated to managing and treating water, the world’s most important resource. With approximately 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy and enhance our quality of life.*