

FOR IMMEDIATE RELEASE
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CONTACT: *[Insert contact info]*

Water community urges collaboration between farmers, utilities to protect source water

[Insert CITY, STATE] – As [Drinking Water Week](#) continues, the *[insert organization's name]* joins the [American Water Works Association](#) in urging the collaboration between water utilities and farmers to protect drinking water.

Nutrients from agricultural operations can wash into streams, rivers and lakes and ultimately impact drinking water supplies for communities downstream. However, farmers, water utilities and other community partners can work together to combat the problem.

AWWA recently produced a [whiteboard animation video](#) to illustrate how partnerships between the U.S. Department of Agriculture, water utilities and farmers can be key in protecting drinking water sources. ***[Include information on your local experience and programs.]***

“Farmers, ranchers and water professionals all share the same water, the water that eventually flows from our tap,” said AWWA Chief Executive Officer David LaFrance. “Drinking Water Week is a good time to recognize that protecting our source water is the best way to assure safe drinking water in our communities.” ***[OR insert quote from CEO, mayor, governor, etc.]***

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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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.