

FOR IMMEDIATE RELEASE
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AWWA [or organization's name] advocates for conserving water resources as Drinking Water Week ends

([Insert CITY, STATE]) – As [Drinking Water Week](#) concludes, *[insert organization's name]*, the [American Water Works Association](#) and water professionals across North America encourage consumers to conserve water both to preserve water supplies and protect water resources.

As many North American regions continue to face drought conditions, it's essential to avoid waste through conservation practices to protect precious source water. Water consumers can practice conservation by using water wisely at home through the following steps, which are available on [DrinkTap.org](#):

- Repair leaky faucets, indoors and out.
- Fill your sink or basin when washing and rinsing dishes.
- Only run the dishwasher and washing machine when they are full.
- Take short showers instead of baths.
- Turn off the water to brush teeth, shave and soap up in the shower. Fill the sink to shave.
- Repair leaky toilets. Add 12 drops of food coloring into the tank, and if color appears in the bowl one hour later, the toilet is leaking.
- Install a toilet dam, faucet aerators and low-flow showerheads.
- Apply mulch around shrubs and flower beds to reduce evaporation, promote plant growth and control weeds.
- Collect rainfall for irrigation in a screened container (to prevent mosquito larvae growth).
- Always use a broom to clean walkways, driveways, decks and porches, rather than hosing off these areas.

“Safeguarding water by using it wisely is everyone’s responsibility,” said AWWA Chief Executive Officer David LaFrance. “Conserving water at home means we’re saving our precious water supplies and, in the long run, protecting our source water, too.” ***[OR insert quote from CEO, mayor, governor, etc.]***

More information about drought and water conservation is available on [DrinkTap.org](#).

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.