



**American Water Works
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The Authoritative Resource on Safe Water®

NewsRelease

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AWWA Honored with CINE Award

(DENVER, CO) – The American Water Works Association has been selected to receive the prestigious CINE Award for the DVD "Water Reuse for a Sustainable Future."

This DVD is designed for water providers who want to inform communities, water boards, mayors, governors, etc. on the positive potential of reuse for creating a more sustainable water supply. The program explores the many applications and benefits of water reuse for both potable and non-potable usage. The video explains how reuse mimics the nature's hydrologic cycle, along with treatment cost savings, and the environmental benefits of water reuse. Current successful water reuse programs in California, Texas and Florida are highlighted.

This project was sponsored by the American Water Works Association Technical and Educational Council with content provided by the Water Reuse Committee as part of an ongoing effort to educate and examine sustainability and responsible water stewardship.

The CINE is an International Award that recognizes distinguished excellence and the highest production standards for film and video. Since the award's inception in 1957, winners have included Steve Spielberg, George Lucas, Charles Guggenheim, and documentarians, Stanley Nelson and Ken Burns.

The 2008 Competition included hundreds of distinguished entries juried by more than 300 judges. Standards for overall excellence were evaluated by the criteria of writing, sound, editing, creativity, visual insights, and the extent the project communicates with the audience.

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AWWA is the authoritative resource for knowledge, information, and advocacy to improve the quality and supply of water in North America and beyond. AWWA is the largest organization of water professionals in the world. AWWA advances public health, safety and welfare by uniting the efforts of the full spectrum of the entire water community. Through our collective strength we become better stewards of water for the greatest good of the people and the environment.