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The Authoritative Resource on Safe Water®

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## NewsRelease

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### **AWWA partners with WaterSmart Innovations conference** *World's largest water efficiency conference Oct. 7-9 in Las Vegas*

(Denver) - As part of its ongoing commitment to encourage efficient use of water resources, the American Water Works Association (AWWA), the authoritative resource on safe water, today announced it will partner with the WaterSmart Innovations Conference and Exposition, Oct. 7-9, 2009, in Las Vegas.

Debuted last year by the Southern Nevada Water Authority in conjunction with the U.S. Environmental Protection Agency's WaterSense program, the Alliance for Water Efficiency and other leading organizations, the inaugural WaterSmart Innovations summit drew more than 1,200 professionals from 42 states and 17 countries. The event's focus is on programs, policies and products that improve urban water efficiency and optimize the use of water resources.

"AWWA understands the importance of water efficiency to communities, particularly given the challenges to water supply expected in the years and decades to come," said AWWA Executive Director Gary Zimmerman. "As the authoritative resource on safe water, we are committed to serving our members by providing access to the best tools available to help water agencies effectively manage water resources. We believe this partnership will benefit both our members and the communities they serve."

Recognizing that water utilities alone cannot address all of today's water resource challenges, WaterSmart Innovations draws upon experts from diverse water-related fields, including the plumbing, landscape management and architectural industries, to share water-saving ideas and innovative technologies. This year's two-and-a-half day conference will feature 136 technical sessions and showcase water-saving products and services from around the world.

AWWA's 2008 State of the Industry Report showed that source water supply was the single top issue for water professionals as they looked to the future.

For more information or to register online, visit <http://www.WaterSmartInnovations.com>.

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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.*