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The Authoritative Resource on Safe Water®

NewsRelease

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World Water Day highlights value of water resources

(Denver) – The American Water Works Association (AWWA), the authoritative resource on safe water, today joined the United Nations and water advocates throughout the world in recognizing the 16th annual World Water Day, observed March 22, 2009. AWWA Executive Director Gary Zimmerman issued the following statement.

“World Water Day provides a great opportunity to focus on the immeasurable value of water and to recommit ourselves to being excellent stewards of our global water resources. AWWA’s 2008 State of the Industry report found that water resources were the single top concern among North American water professionals over both the near- and long terms.

“In the developed world, we frequently take safe water for granted, expecting it will always be there when we turn on the tap. But as drought grips California, Texas and other regions in North America, we need to think about how we use water in our homes and our places of business. All of us – from scientists to resource planners to utility managers to consumers – have a role to play in maximizing the smart and efficient use of our valued water resources.

“On World Water Day, we are all called to think about how countries can collaborate to assure sustainable freshwater supplies for all people, especially when those supplies span different countries’ borders. In doing so, let’s all think about the value of water and call ourselves and others to a high standard of water stewardship.”

Eighty-five World Water Day events have been planned across 27 countries as of this release. The United States and Canada will hold 37 such events, the most of any region of the world. Read about World Water Day in [Streamlines](#). More information on World Water Day 2009 can be found at www.worldwaterday.org

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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.