

FOR IMMEDIATE RELEASE
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CONTACT: [Insert contact info]



Drinking Water Week offers opportunity to recognize water professionals are “There When You Need It”

[(Insert CITY, STATE)] – This week’s [Drinking Water Week](#) provides consumers a chance to recognize the hardworking people performing various roles ensuring tap water is “There When You Need It.” Drinking Water Week is May 1-7 this year.

[Insert organization name] and partners throughout North America are observing Drinking Water Week by recognizing the vital role tap water plays in daily life, the infrastructure that is required to carry it to and from homes and businesses, and the important work of water professionals “behind the scenes.”

Whether it’s an engineer designing a capital project, an operator ensuring the safety and quality of drinking water or a member of a pipe crew maintaining the infrastructure in our community, water professionals work around the clock to ensure tap water is there when you need it.

“I continually am proud to be associated with the work performed by water professionals,” said American Water Works Association CEO David LaFrance. “While it is often unrecognized by the communities they serve, they routinely perform important, heroic work to ensure the safety and well-being of their consumers.”

[And/or insert quote from CEO, mayor, governor, etc.]

To commemorate the week, water utilities, water organizations, government entities, environmental advocates, schools and others throughout North America and beyond are encouraging consumers to learn more about the importance of water services and water infrastructure, especially in times of crisis.

About Drinking Water Week

_____ 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. Free materials for download and additional information about Drinking Water Week are available on the [Drinking Water Week webpage](#).

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