**Your Organization Imagines a Day Without Water**

**Organization Joins Sixth Annual “Imagine a Day Without Water” to Raise Awareness About the Value of Water**

**October 21, 2020** – **City, TN** – Today, your organization joins elected officials, water utilities, community leaders, educators, and businesses from across the country as part of the sixth annual**Imagine a Day Without Water**, a nationwide day of education and advocacy about the value of water.

Led by the Value of Water Campaign, a thousand organizations across the country will raise awareness today about the value of water and the crucial need for investment in the nation’s water systems. TN H2O leads organizations across the state of Tennessee in celebrating and recognizing the value of water.

Turning on the tap for clean, safe drinking water, and flushing the toilet with no second thought about what happens to wastewater, are actions most Americans take for granted every day. But this year as Tennessee dealt with the public health crisis from coronavirus, it becomes more evident that reliable water service is something citizens depend on to protect both their health and the economy.

During this time of economic uncertainty, investment in drinking water and wastewater systems is a pathway to economic recovery. TNH20’s extensive water report showed it will take around $15 billion over the next 20 years to repair and replace the water infrastructure. Renewing aging infrastructure will create jobs, protect public health, and avoid massive costs that will come if these systems continue to deteriorate.

Organization name joined Imagine a Day Without Water to draw attention to (insert regional statement below or add your own):

* the need for investment in drinking water infrastructure across the state. Tennesseans already see a significant return on investment from community water systems. Locally, water users paid an average of $2 for 1,000 gallons of clean, treated water delivered to the taps in their home. That $2 is the same price many people pay for a single 20-ounce bottle of water at the gas station, but it buys 900 times more water delivered to the home.
* continued monitoring of the Memphis Sands Aquifer to better understand the limits and needs of this critical water source across the tri-state region. This aquifer serves families, businesses and industries across west Tennessee, Arkansas and Mississippi and understanding the impacts of agricultural water needs helps ensure a future not only for farmers across the region but for the families and communities they feed.
* protecting the biodiverse Duck River to reduce erosion and preserve endangered species. Continued growth across the region makes it more important than ever that we support our strong partnerships and work as a group to address water supply questions, in addition to the expansion of resource planning, clean-up and preservation efforts, for this essential watershed.

“Here in East / West / Middle Tennessee, we’re privileged to have an abundance of water within our regional and state boundaries,” says Name, title. “We are surrounded by the world-famous underground water source of the Memphis Sand Aquifer on the west, the mighty Tennessee River in the east, and the biodiverse Duck River running right through the heart of our state. So, it is incumbent upon us all to be good stewards of this resource, protecting and investing in the necessary infrastructure to preserve the quantity and quality of our water supply for the next generation.”

“We're thrilled that your organization is a part of Imagine a Day Without Water. This national day of action educates our neighbors and public officials about the essential role water plays in all of our lives,” said Radhika Fox, CEO of the US Water Alliance and Director of the Value of Water Campaign. “This year showed us the critical importance of water service to safeguard public health and the economy. But the infrastructure and service it takes to bring water to our homes and businesses and take it away is not free and can’t be taken for granted. We all need to educate ourselves about where our water comes from and the investment these critical systems need.”

Imagine a Day Without Water is an opportunity for diverse organizations, from environmental advocates to coffee shops, aquariums to car washes, city halls to water utilities, to talk about what water is important to them. Over the past five years, it has provided a platform for educating the public and advocating for leaders to prioritize investing in the water today, so in the future, no American will have to imagine a day without water. Learn more at [imagineadaywithoutwater.org](http://imagineadaywithoutwater.org/) and follow the conversation on social media at **#ValueWater** and **#TNH20**.

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**About TN H20**

 In 2018, Tennessee Gov. Bill Haslam assembled stakeholders from federal, state and local governments, as well as industry, academia, environmental advocacy groups and public utilities to develop a statewide plan for future water availability in Tennessee. The plan, named TN H2O, includes an assessment of current water resources and recommendations to help ensure Tennessee has an abundance of water resources to support future population and economic growth.

**Media Contact**

Add your local organization’s contact person.

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[Imagine a Day Without Water](http://imagineadaywithoutwater.org/)*began in 2015 as a project of The Value of Water Campaign.*

The Value of Water Campaign*educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, the Value of Water Campaign is building public and political will for investment in America's water infrastructure. Follow the Value of Water Campaign on*[*Twitter*](https://twitter.com/TheValueofWater)*and*[*Facebook*](https://www.facebook.com/thevalueofwater)*.*