



IMAGINE A DAY WITHOUT WATER

2020 MEDIA KIT

Elements of this media kit can be
accessed here: mwdoc.com/imagineaday



BACKGROUND

THE VALUE OF WATER CAMPAIGN - THEVALUEOFWATER.ORG

Imagine: No water to drink, or even to make coffee with. No water to shower, flush the toilet, or do laundry. Hospitals would close without water. Firefighters couldn't put out fires and farmers couldn't water their crops. Some communities in America already know how impossible it is to try to go a day without our most precious resource: Water. But many Americans take water for granted every day. Imagine a Day Without Water 2020 is the sixth annual day to raise awareness and educate America about the value of water.

CAMPAIGN LOGOS



CAMPAIGN TIPS FOR SUCCESS

HOW YOUR AGENCY OR CITY CAN PARTICIPATE

1

GENERATE INTEREST

Sign up your agency or city [here](#). Think outside the box to create a campaign tailored to your customers. While a day without water is a serious issue, learning about our water systems can be fun.

3

ESTABLISH A PRESENCE

Partner with local schools, businesses, or community groups. Host a tour, open house, or educational event at one of your water or wastewater facilities to demonstrate the value of water.

2

SHARE YOUR MESSAGE

Participation can range from a social media push and news release to hosting your own event. Utilize your various messaging outlets: website, online or print ads, social media, news releases, and community newsletters.

4

ENGAGE YOUR NETWORK

Encourage your stakeholders, public officials, business leaders, community groups, local schools, and the general public to be champions for water. Ask your mayor or city council for a proclamation or resolution for Imagine a Day Without Water.

SAMPLE NEWS RELEASE

[YOUR AGENCY/CITY] JOINS NATIONAL WATER AWARENESS CAMPAIGN “IMAGINE A DAY WITHOUT WATER”



**Imagine a Day
Without Water**
October 21, 2020

Your City, CA (October 21, 2020) – [Your agency/city] has joined elected officials, business leaders, and water industry professionals across the nation in “Imagine a Day Without Water,” an annual outreach campaign hosted by [The Value of Water Campaign](#). Over 700 organizations

across the U.S. are taking advantage of this outreach opportunity to educate their communities about water issues that affect them, and provide them with important information needed to make smart and sustainable decisions about their local water supply.

[Quote from agency/city official]

Example: “[Your agency/city] is excited to be a part of Imagine a Day Without Water. This is an important message, and a terrific opportunity to speak to our neighbors and community members about the essential role water plays in keeping us safe, healthy, and even employed,” says [agency/city official, title of the agency/city].

Investments in our drinking water and wastewater systems is essential. [Your agency/city] has/is [hosted an event – include event details; and/or shared information across social media; and/or is working with partners- include details; etc.] to amplify the value of water message in our community, and has resources available that can help [answer your questions; you save water; etc.]. Visit: [website url] to learn more.

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{Your organization boilerplate}

[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.

SOCIAL MEDIA POSTS

SHARE THE VALUE OF WATER TO DAILY LIFE



Save the date! On October 21, over 700 organizations across the country will participate in "Imagine a Day Without Water," a national campaign developed to educate the public about the value of water. Sign up today to raise awareness in your community: imagineadaywithoutwater.org. #ValueWater



Imagine a Day Without Water. Have you ever considered the fact that coffee is 99% water? When asked how you take your coffee, it's best to reply, "Seriously. Very Seriously." #WaterTip #ValueWater



Did you know? 40% of water in America is used to produce the food we eat and the beverages we drink. "Imagine a Day Without Water" this Wednesday, October 21st! #ValueWater #CAWater



Did you know? Less than 1% of all the water on Earth is available for human use. Imagine living a single day without this resource! Join us on October 21 to "Imagine a Day Without Water" and learn what you can do to #ValueWater at imagineadaywithoutwater.org.