

**WATER  
SHOULD  
BE CLEAR,  
BUT NOT  
INVISIBLE.**



**WATER'S WORTH IT™**



**OUR  
RESPECT**



**OUR  
EFFORT**



**OUR  
FUTURE**



**OUR  
HEALTH**



**OUR  
PASSION**

In the United States, many of us take water for granted. There are millions of people around the world who lack access to clean water and basic sanitation, while we simply have to turn on the tap or flush the toilet. We forget that without clean water, OUR HEALTH, and our quality of life is at risk.

We forget about the vast infrastructure beneath our feet and the tireless dedication of water professionals who work day and night to keep our water clean. It's time we show OUR RESPECT for water and the men and women who provide these essential services.

We must increase OUR EFFORT in keeping our water safe and show OUR PASSION for the indispensable resource that our lives and OUR FUTURE depend on. Every aspect of our lives is directly connected to water and we must learn to value it. We all use water and we are all responsible for it. Our voice, our thoughts, and our actions are crucial to sustaining the quality of life that water provides.

**Be as good to water as water's been to you.**

**WATER'S WORTH IT™**

To learn more, visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org).