FOR IMMEDIATE RELEASE CONTACT: [Insert contact info] May X, 2021

**[Insert organization’s name] reminds consumers high-quality water is “There When You Need It”**

**[(Insert CITY, STATE)] –** As [Drinking Water Week](https://www.awwa.org/Events-Education/Drinking-Water-Week) continues, **[Insert organization’s name]** and partners throughout the Commonwealth of Virginia are reminding water consumers that high-quality tap is “There When You Need It.” Drinking Water Week is May 2-8 this year.

The coronavirus pandemic has shone a light on the importance of drinking water for health, hydration and hygiene needs. In the early stages of the pandemic, the U.S. Environmental Protection Agency (EPA) and the U.S. Centers for Disease Control and Prevention (CDC) issued separate statements assuring consumers that drinking water was safe to use as normal.

Many communities are fortunate to have reliable access to safe water when they turn on the tap. In large part this stems from the regular testing water utilities are required to undertake to ensure regulatory standards for water quality are met. In fact, every water system must publish a [Consumer Confidence Report (CCR)](https://drinktap.org/Blog/ArticleID/2792/CCRs-give-consumers-confidence) detailing its water quality.

“Shortly after the coronavirus was declared a pandemic, EPA and CDC reminded us that we should trust our tap water as we normally would for hygiene and hydration purposes,” said American Water Works Association CEO David LaFrance. “This proves to be extremely vital because handwashing is an important way to stop the spread of the virus. We couldn’t do that without our high-quality drinking water.”

**[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 the Commonwealth of Virginia and beyond are encouraging consumers to learn more about the importance of water and water infrastructure, especially in times of crisis.

**About Drinking Water Week**

For several decades, the Virginia Section AWWA 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](https://www.awwa.org/Events-Education/Drinking-Water-Week).

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