

FOR IMMEDIATE RELEASE
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CONTACT: [Insert contact info]



[Insert organization's name] reminds consumers high-quality water is "There When You Need It"

[[Insert CITY, STATE]] – As Drinking Water Week continues, **[Insert organization's name]** and partners throughout the world are reminding water consumers that high-quality, safe tap water is "There When You Need It." Drinking Water Week is May 1-7 this year.

[An American Water Works Association \(AWWA\) survey](#) conducted in June 2021 showed more than seven in 10 Americans indicated they are satisfied with their tap water and nearly three-quarters of respondents said they felt their tap water is safe.

Many communities are fortunate to have reliable access to safe water when they turn on the tap. In large part this is due to 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) detailing its water quality.

"Safe and high-quality tap water is a critical piece to our everyday lives," said AWWA CEO David LaFrance. "Whether it is used for health, hygiene or hydration, high-quality tap water plays an integral role. Water professionals work around the clock every single day to ensure their consumers safety."

[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

For several decades, 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](#).

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[Insert organization's boilerplate]