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WATER'S WORTH IT® Campaign Refreshed and Relunched

NEW ORLEANS, La. – The WATER'S WORTH IT messaging campaign has been refreshed and relunched to help raise awareness about the importance of water and the work that water professionals do every day to provide clean and reliable services.

The Water Environment Federation (WEF) has updated the campaign with a clean, modern look, expanded messaging platform, and a new set of outreach resources while remaining true to the original brand, concept, and structure. The relaunch also featured the release of a new public service announcement video, "Why Water's Worth It."

"Raising awareness of the importance of water is an integral component to WEF's role as a leading technical and educational water quality organization," said Eileen O'Neill, Executive Director of WEF. "As the site of the original campaign launch in 2012, WEFTEC in New Orleans is the perfect place to mark the return of this popular public awareness campaign."

A new, visually-engaging website – www.WatersWorthIt.org – includes a toolkit of outreach resources including fact sheets, ads, social media graphics, web banners, and logos. WEF has also soft-launched a new online storefront as a one-stop shop for ordering, customizing, and printing WEF products, campaign merchandise, and materials. The storefront currently features WATER'S WORTH IT t-shirts, water bottles, beer glasses, and umbrellas as well as WEF's popular Fats, Oils and Greases bill stuffer. WEF plans to expand the product line and build out the storefront throughout the remainder of 2018 and into 2019.

Due to its flexible structure and broad-based message platform, WATER'S WORTH IT can be used as a stand-alone campaign or as a support for a new or existing program, initiative, event, activity, and other public messaging campaigns – both inside and outside of WEF.

For more information, visit www.WatersWorthIt.org.

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About WEF

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 35,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals, enrich the expertise of water professionals, increase the awareness of the importance of water, and provide a platform for water sector innovation. Visit www.wef.org.