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WEF Celebrates World Water Day with New Children's Storybook *The Why Water's Worth It book is adapted from the popular video PSA*

ALEXANDRIA, Va., March 22, 2019 – The Water Environment Federation (WEF) is celebrating [World Water Day 2019](#) with the release of its first-ever children's storybook, *Why Water's Worth It*. This highly-anticipated book came from the positive response to the [video PSA](#) that was released as part of the WATER'S WORTH IT® campaign relaunch last October.

Similar to the video, this fun and engaging educational book features a little girl with a big story to tell! With her nose buried in her book, she guides readers through the world of clean water, how it's managed, and the importance of everyone working together to protect it. Written for 4- to 8 -year-olds but with appeal to readers of all ages, WEF uses rhyming text and more than 40 hand-drawn, original illustrations to present a simple explanation of a complex process while encouraging personal responsibility and thoughtful, "green" choices.

To help small hands become big heroes, the book also includes a list of small ways to make a big difference and cool facts to explain why water's worth it. It can be given as a special gift; added to your home library; donated to a school or public library; or used as a public education tool for facility tours, classroom presentations, and in support of water awareness days and activities such as World Water Day, Earth Day, and World Toilet Day. From parents, to teachers, to water professionals around the world, this story will help you empower the next generation of water protectors.

The print-on-demand, high-quality paperback can be purchased as a single order or at a bulk discount directly through www.e-wef.org. It is also linked through www.WatersWorthIt.org where you can access other campaign merchandise and an online toolkit of free resources.

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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 impact and value of water; and provide a platform for water sector innovation. To learn more, visit www.wef.org.

About WATER'S WORTH IT®

WATER'S WORTH IT® is a broad-based messaging campaign from the Water Environment Federation that helps to bring attention to the value and importance of clean water and the infrastructure that supports it; the essential work of water professionals; and the need for everyone who uses water to help protect it for today and the future. The campaign aims to inform a range of audiences, including the general public, media, opinion leaders, decision-makers, and elected officials. To learn more, visit www.WatersWorthIt.org.