



Imagine a Day Without Water
October 23, 2019

Connecticut Celebrates Fifth Annual “Imagine a Day Without Water” to Raise Awareness About the Value of Water

Governor Ned Lamont to Keynote Event

The Connecticut Section of the American Water Works Association (CTAWWA) and the Connecticut Water Works Association (CWWA) will be celebrating the Fifth Annual “**Imagine a Day Without Water**” campaign to raise awareness about the value of water at their October 23 Annual Fall Conference at the Aqua Turf in Southington, Connecticut.

More than 185 water professionals will be joined by **Governor Ned Lamont, Commissioner Jack Betkoski, PURA** and Chair of the state’s **Water Planning Council, Mayor Ellen Zoppo-Sassu, City of Bristol, Brenda Watson, Executive Director of Operation Fuel** and **Romana Longo, Executive Director of CTAWWA**, to celebrate **Imagine a Day Without Water**, a nationwide day of education and advocacy about the value of water.

This year, more than one thousand organizations across the country are participating in activities to help raise awareness about how critical safe, high quality drinking water is to the public health, safety and economic development needs of our communities. Connecticut is highlighting the importance of protecting public water supplies, investing in water infrastructure, and promoting water conservation as part of the following Imagine a Day Without Water activities:

- Governor Lamont has issued a proclamation recognizing October 23, 2019 as “Imagine a Day Without Water” to highlight the importance of educating the public about the value of water and how essential water is to Connecticut’s quality of life and economic vitality. The proclamation will be presented by Governor Lamont as part of his keynote address at the conference.
- Third grade students in Bristol Public Schools have been invited to participate in a poster contest to highlight the value of water. The entries will be judged at the CWWA/CTAWWA Fall Conference and the winners will be announced. The first place winner will receive two season passes to Lake Compounce for the 2020 season and the teachers for the top three posters will receive a \$100.00 gift card to Staples for classroom supplies. *Judges include Commissioner Jack Betkoski, Deputy Commissioner Heather Aaron and Lori Mathieu, Drinking Water Section Chief, Department of Public Health and City of Bristol Mayor Ellen Zoppo-Sassu.*
- Connecticut Water Company launched a media campaign to challenge residents to think about what it would mean to go a day without water, recognizing that many of us take turning on the tap for granted. Imagine: No water to drink, or even to make coffee with. No water to shower,

flush the toilet, or do laundry. Hospitals would close without water. Firefighters couldn't put out fires and farmers couldn't water their crops.

- Aquarion Water Company has incorporated "Imagine a Day Without Water" in its educational programs offered to students throughout its service area, tying the instruction to the Cape Town Day Zero water crisis in South Africa, people who are living without water every day.
- MDC is producing a video short to highlight the value of water and investment in infrastructure and sharing it on social media.
- South Central Connecticut Regional Water Authority published an op-ed calling on elected officials to make investment in water infrastructure a priority by funding the Drinking Water State Revolving Fund and other programs used by water utilities to expand and improve infrastructure. Investing in water is investing in a future where no American will have to imagine a day without water.
- Several water companies, including Aquarion Water Company, Bristol Water Department, Connecticut Water Company, Groton Public Utilities, MDC, and South Central Connecticut Regional Water Authority are using social media (#ValueWater), company websites, and customer newsletters to educate the public about the value of water, the importance of water conservation and infrastructure projects underway in their communities.
- Many water companies throughout Connecticut participate in customer assistance programs to help residents who are struggling to pay their water bills to ensure that they don't have to go a day without water. Several have created their own customer assistance programs and others partner with Operation Fuel.
- The Bristol Water Department is providing tours of its water treatment plant to students from Bristol Eastern High School who are enrolled in Environmental Studies. The tours will give the students an opportunity to learn firsthand what it takes to provide safe, quality drinking water to residents along with learning about all the potential career fields in the water industry.

We have reserved a table for media. Attached is a timed agenda. Please contact Betsy Gara, CWWA, at 860-841-7350 or gara@gmlobbying.com, if you plan on attending.

MEDIA CONTACTS: If you would like to interview someone in the water industry about Imagine a Day Without Water, please contact Romana Longo, CTAWWA – Tel. 860-604-8996; romanalongo@ctawwa.org or Betsy Gara, CWWA – Tel. 860-841-7350; gara@gmlobbying.com. In addition, you may contact Abigail Gardner, Value of Water Campaign Communications Director, agardner@thevalueofwater.org. [The Value of Water Campaign](http://TheValueofWaterCampaign.org) educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, the Value of Water Campaign is building public and political will for investment in America's water infrastructure. Follow the Value of Water Campaign on [Twitter](#) and [Facebook](#).