

FOR IMMEDIATE RELEASE:

CONTACT INFO:

Shelly Burr

Voila! Media Group c/o Gibson's WaterCare

715-426-9716 x 1

shelly@voilamediagroup.com or tami@gibsonswatercare.com

voilamediagroup.com or gibsonswatercare.com

<https://www.facebook.com/GibsonsWaterCare>

Gibson's WaterCare urges "Getting to know your H₂O during this year's Drinking Water Week"

May 4, 2014

Gibson's WaterCare *and* the [American Water Works Association](#) and the water community officially kicked off [Drinking Water Week 2014](#) across North America today (May 4 – May 10th) by asking the question "What do you know about H₂O?"

Throughout the week, AWWA, and partners across the water community will celebrate the value of water by learning about the critical role it plays in our daily lives and in the quality of life we enjoy. Aligning with this year's theme, special attention will be given to the ways in which all water consumers can get to know their H₂O.

"Drinking Water Week is a great opportunity to take time to realize how integral safe drinking water is to our everyday lives," said AWWA Executive Director David LaFrance. "Now is the time to understand the roles we play in caring for our precious water supplies and systems to guarantee we have safe drinking water for generations to come."



About Drinking Water Week

For more than 35 years, AWWA and its members have celebrated Drinking Water Week – a unique opportunity for both water professionals and the communities they serve to join together to recognize the vital role water plays in our daily lives.

The mission of Gibson's WaterCare is to make water good for life. We also want to make life good for people and we hope that our efforts this year will make a positive impact on the community and beyond.

Established in 1881, the American Water Works Association is the largest nonprofit, scientific and educational association dedicated to managing and treating water, the world's most important resource. With approximately 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy and enhance our quality of life.



PSA & Photo attached

###

