



Beaver **Water** District

Press Release

FOR IMMEDIATE RELEASE

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BEAVER WATER DISTRICT KICKS OFF DRINKING WATER WEEK  
WITH NEW PUBLIC AWARENESS CAMPAIGN

At a time when some areas of the country are facing water shortages, Beaver Water District is making sure our water supply flows into the future.

Drinking Water Week 2009 marks the beginning of a new Beaver Water District public awareness campaign that will educate Northwest Arkansans about conservation and water quality.

"Consume, Conserve, Connect—Connecting today's actions with tomorrow's planet" is the campaign's new tagline. The platform aims to open up a dialogue with consumers to teach them that drinking tap water and using it wisely is good for everyone. Radio, television, and print advertising and public service announcements will carry that message to the masses. In addition, the public is invited to participate in the "Consume, Conserve, Connect" quiz, accessible on line at [www.bwdh2o.org](http://www.bwdh2o.org). Individuals who take the quiz will automatically be entered in a drawing for water-related prizes.

"By consuming this natural resource, we're making an investment in the future of our region both environmentally and economically. And when we use water with conservation in mind, we ensure that the bounty of Beaver Lake is here for tomorrow," explains David Short, President of the Beaver Water District Board of Directors.

The benefits continue: Drinking tap water saves money, and there is no time like the present to cut household costs. Plus, the health wave of hydration is still at high tide as nutrition magazines urge Americans to nourish their bodies with plenty of water.

Short adds, "We hope this new public awareness campaign will help Arkansans see water differently, appreciate it, and work to make it last."

For over 30 years, the American Water Works Association's Drinking Water Week has brought together communities and the water industry to recognize the role water plays in our lives. Drinking Water Week runs May 3-9, 2009.



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## About Beaver Water District

Beaver Water District supplies drinking water to more than 250,000 people and industries in Fayetteville, Springdale, Rogers, Bentonville and surrounding areas. These cities then resell the water to surrounding towns and communities. The District's mission is to serve our customers in the Benton and Washington County area by providing high quality drinking water that meets or exceeds all federal and state regulatory requirements in such quantities as meets their demands and is economically priced consistent with our quality standards. For more information, visit [www.bwdh2o.org](http://www.bwdh2o.org).