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WEF RELEASES WATER'S WORTH IT TOOLKIT TO HIGHLIGHT ROLE OF WATER SECTOR IN CORONAVIRUS RESPONSE

ALEXANDRIA, Va., April 2, 2020 – The Water Environment Federation (WEF) has released a new WATER'S WORTH IT toolkit to raise public awareness about the vital role of water utilities and workers in the coronavirus response.

The high-impact materials highlight the critical need for water and wastewater services during this unprecedented time and recognizes the dedicated professionals who are working on the frontlines to provide clean water and sanitation for their communities.

The toolkit is available at www.watersworthit.org and features a series of graphics that are designed for social media and can also be used on the web and in email.

Every day, communities rely on the knowledge and expertise of water professionals to protect public health, the environment, and economy. During the coronavirus pandemic, water professionals are providing essential services that are critical to a community's ability to minimize the spread, flatten the curve, and support the medical professionals' efforts to provide care, conduct research, and develop treatments.

"Along with many critical professionals, water workers provide the foundation for the global response to coronavirus while maintaining the uninterrupted services we need for a functioning society," said WEF President Jackie Jarrell. "Their work is often behind the scenes and largely unseen to the public so we want to make sure they are recognized along with other frontline workers."

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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.