



MEDIA RELEASE

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### **There are many ways to support National Water Week 2010**

The Australia Water Association is urging all Australians to support National Water Week 2010 (NWW) during 17-23 October. NWW raises public awareness and improves understanding of water issues in Australia. It is the only event in Australia that provides a national focus for water.

This year the focus of National Water Week is *'Australia's most precious resource'* which aims to encourage Australians to think carefully about how they use water and to manage their water use as efficiently as possible.

There are many ways individuals and organisations can support National Water Week, including:

- Hold an event for your staff, members and/or local community
- Run a competition during National Water Week to find the best water related poster or photograph
- Sign up to the National Water Week Ambassador Initiative
- Visit the NWW website and use the great range of National Water Week resources
- Become a friend on Facebook or a follower on Twitter
- And, adopt water efficient practices.

The National Water Week website contains lots of ideas and useful resources, including posters and logos. Details of events held around the country during National Water Week can also be found on the website. Go to [www.nationalwaterweek.org.au](http://www.nationalwaterweek.org.au) to find out more.

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For further information, images or interview requests please contact Helen Ketton, AWA Communications Manager, on 02 9467 8416 / 0401 806 277

#### **Notes to Editors**

- National Water Week is coordinated by the Australian Water Association
- The Australian Water Association (AWA) is Australia's leading water sector body, representing over 10,000 water professionals around the country and across all water disciplines
- AWA provides leadership in the water sector on a wide range of issues, including skills shortages, climate change and water reuse and recycling
- AWA works to enhance the skills and knowledge of water professionals and promote and disseminate best practice through an extensive range of technical seminars, courses and events