



MEDIA RELEASE

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Make a Splash this National Water Week!

The Australian Water Association is calling on schools, community groups and individuals to jump into National Water Week, being held from 19-25 October 2008.

Hundreds of events take place on a local, regional and national scale every year during *National Water Week* – and this year aims to be bigger than ever! This year's National Water Week theme – *Clean Water: Essential for Life* - draws community attention to the importance of clean water to our health and quality of life. While scarce water is usually uppermost in people's minds, protecting water quality is also a priority we cannot afford to forget.

The AWA encourages school, community, environmental and business groups to participate in Water Week activities. It can be as easy as running a colouring-in competition, taking part in cleaning-up a local waterway, inviting a water educator to talk to your group, a walk along a waterway or organising an excursion to your local treatment plant.

“National Water Week is about learning and participating in water education. Clean water is essential for life, yet many millions of people around the world don't have access to it. In this United Nations International Year of Sanitation, we are reminded that we fortunate to have one of the highest standards of sanitation in the world, with readily available clean water at our fingertips,” said **Tom Mollenkopf**, Chief Executive of the Australian Water Association. “Our urban and rural water utilities do a fantastic job of ensuring that Australia's drinking water is of a high quality, and that wastewater is dealt with and treated effectively.”

Sydney Water Managing Director **Kerry Schott** said, “National Water Week is a great opportunity to learn about the simple things we can do to protect waterways and be efficient in our water use.”

There are loads of events and ideas for National Water Week 2008 on the website, which also features a searchable calendar, educational resources, free games and downloads at www.nationalwaterweek.org.au

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