



PROTECT YOUR GROUNDWATER DAY



SEPTEMBER 3, 2019

MAKE A CHANGE TODAY TOWARDS CLEAN WATER.

www.NGWA.org/PYGWD

Thanks for participating in Protect your Groundwater Day (We couldn't spread the message without you!)

On **September 3, 2019**, the National Ground Water Association will once again observe Protect your Groundwater Day or as we call it for short, PYGWD. Highlighting the responsible development, management, and use of water, this annual event features participation from federal agencies, major cities, counties, local organizations, groundwater professionals, students, businesses, associations, and more from across the United States.

PYGWD provides an opportunity for people to learn about the importance of groundwater and how the resource impacts lives. Your involvement and passion is what makes PYGWD so successful, and below we have put together a toolkit to help guide you through the event.

Simple ways everyone can act to protect groundwater

Everyone can and should do something to protect groundwater. Why? We all have a stake in maintaining its quality and quantity.

- For starters, 99 percent of all available freshwater comes from aquifers underground. Being a good steward of groundwater just makes sense.
- Not only that, most surface water bodies are connected to groundwater, so how you impact groundwater matters.
- Furthermore, many public water systems draw all or part of their supply from groundwater so protecting the resource protects the public water supply and impacts treatment costs.
- If you own a well to provide water for your family, farm, or business, groundwater protection is doubly important. As a well owner, you are the manager of your own water system. Protecting groundwater will help reduce risks to your water supply.



2019 Communications Toolkit



SOCIAL MEDIA TIPS

- Use the hashtag #PYGWD2019.
- Ask your audience to share or retweet.
- Share our sample messages or create your own.

10 GROUNDWATER FACTS:

- Only 1 percent of the water on Earth is useable, **99 percent** of which is groundwater.
- The United States uses **349 billion gallons** of freshwater every day.
- Groundwater is **20 to 30 times larger** than all U.S. lakes, streams, and rivers combined.
- Groundwater accounts for **33 percent** of all the water used by U.S. municipalities.
- **44 percent** of the U.S. population depends on groundwater for its drinking water supply.
- More than **13.2 million households** have their own well, representing **34 million people**.
- **53.5 billion gallons** of groundwater are used for agricultural irrigation each day. In 1990 that number was **2.2 billion**.
- The largest U.S. aquifer is the Ogallala, underlying **250,000 square miles** stretching from Texas to South Dakota. Scientists estimate it could take **6000 years** to naturally refill the aquifer if it were ever fully depleted.
- California pumps **10.7 billion gallons** of groundwater each day, a third more than the second-highest state, Texas.
- Groundwater is the world's most extracted raw material with withdrawal rates in the estimated range of **259 trillion gallons per year**.

#PYGWD 2019 logos / graphics

Visit NGWA.org/PYGWD/logos to download the official logo.

