



**National Groundwater Awareness Week**

**Think** 

**March 10-16, 2019**

20th Anniversary

**Communications Toolkit**

[NGWA.org/GWAW2019](http://NGWA.org/GWAW2019)





National Groundwater Awareness Week

**Think**

March 10-16, 2019

## Thanks for participating in National Groundwater Awareness Week (We couldn't spread the message without you!)

During the week of **March 10-16, 2019**, the National Ground Water Association will once again observe National Groundwater Awareness Week or as we call it for short, GAWW. 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.

Established in 1999, GAWW provides an opportunity for people to learn about the importance of groundwater and how the resource impacts lives. Your involvement and passion during the week is what makes GAWW so successful, and below we have put together a toolkit to help guide you through the event. Materials include:

- #GAWW messaging
- Social media tips
- A press release template
- Groundwater facts, data, myths
- Logos / graphics.

### Theme

This year's theme, **Think**, was designed to urge each of us to consider various ways we can protect our most valuable natural resource. So **Think** about not running the water while you brush your teeth. Or **Think** about getting that leaking faucet fixed. **Think** about the farmers that rely on groundwater to grow the food we eat. And **Think** about having your well inspected to protect your drinking water system. In short, during **#GAWW Think** about our future.

### Social media tips

- Use the hashtag #GAWW
- Ask your audience to share or retweet.
- Brand your personal and organizational social media account with the #GAWW graphics for the week.
- Share our sample messages or create your own.

## Sample press release

SAMPLE PRESS RELEASE

Contact:

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE]

[EMAIL]

### **[ORGANIZATION NAME] Named Official Groundwater Protector for NGWA's National Groundwater Awareness Week**

#### ***#GAW Highlights Protection of the Resource; Encourages Public Participation***

**[INSERT CITY, STATE — INSERT DATE]** Today, **[INSERT ORGANIZATION NAME]** officially earned the distinction of groundwater protector during the National Ground Water Association's (NGWA) 20th anniversary of **National Groundwater Awareness Week (#GAW)**. Taking place March 10-16, **#GAW** is an annual observance established to highlight the responsible development, management, and use of groundwater. The event is also a platform to encourage yearly water well testing and well maintenance.

[INSERT INFORMATION ABOUT YOUR ORGANIZATION'S PARTICIPATION, THE GOALS, ETC.]

[INSERT QUOTE FROM ORGANIZATION SPOKESPERSON. POSSIBLY "IMPORTANCE OF Groundwater Awareness Week" "WHY WE'RE PARTICIPATING"]

### **Theme**

This year's theme, **Think**, was designed to urge each of us to consider various ways we can protect our most valuable natural resource. So **Think** about not running the water while you brush your teeth. Or **Think** about getting that leaking faucet fixed. **Think** about the farmers that rely on groundwater to grow the food we eat. And **Think** about having your well inspected to protect your drinking water system. In short, during #GAW, **Think** about our future.

### **Get Involved**

In the weeks leading up to **#GAW**, NGWA encourages everyone to become official "groundwater protectors" by taking steps to conserve and protect the resource. Businesses, individuals, educators, students, federal agencies, cities, associations, and everyone in between can ask to be added to NGWA's groundwater protector list through its [website](#) or on social media. Have an awesome story to tell? Great! Send it to NGWA and they might highlight your efforts.



## Resources

On NGWA's [#GWAW](#) site, groundwater protectors will find a toolkit with downloadable and shareable materials to spread the word. These materials include:

- Suggested social media posts (just copy and share!)
- List of facts about groundwater
- **#GWAW** FAQ
- Logos and graphics including email header, social media images, printable groundwater protector icon, and more
- Press release to share with local media or government officials

## Facts

Approximately 132 million Americans rely on groundwater for drinking water. It is used for irrigation, livestock, manufacturing, mining, thermoelectric power, and several additional purposes, making it one of the most widely used and valuable natural resources we have. Consider the following facts:

- Americans use **79.6 billion gallons** of groundwater each day.
- Groundwater is **20 to 30 times larger** than all U.S. lakes, streams, and rivers combined.
- **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**.

Please visit [www.ngwa.org/gwaw2019](http://www.ngwa.org/gwaw2019) for more!

About **[INSERT ORGANIZATION NAME]** **[INSERT ORGANIZATION BOILER PLATE]**.

---

*The National Ground Water Association is a not-for-profit professional society and trade association for the global groundwater industry. Our members around the world include leading public and private sector groundwater scientists, engineers, water well system professionals, manufacturers, and suppliers of groundwater-related products and services. The Association's vision is to be the leading groundwater association advocating for responsible development, management, and use of water.*

## **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**.

## **Biggest groundwater myths**

- Groundwater removed from the Earth is never returned.
- Groundwater is not a significant source of water supply.
- Groundwater is abundantly available, therefore does not need to be conserved.
- There is no relationship between groundwater and surface water.
- Groundwater migrates thousands of miles.

## **#GWA logos / graphics**

Visit [www.ngwa.org/gwaw2019](http://www.ngwa.org/gwaw2019) to download the official logo.

## **#GWA videos**

- *Test, Tend, and Treat* — <https://youtu.be/hO7kLhiJwaI>
- *Groundwater Is Cool* — [https://youtu.be/\\_k-QNeMkW9M](https://youtu.be/_k-QNeMkW9M)

## [#GAW FAQs](#)

### **What is #GAW?**

#GAW is an annual, weeklong observance established by NGWA to highlight the responsible development, management, and use of water. Established in 1999, #GAW provides an opportunity for people to learn about the importance of groundwater and how the resource saves lives.

### **When is #GAW?**

March 10-16, 2019.

### **Who can participate?**

Everyone! We encourage businesses, individuals, educators, students, federal agencies, cities, associations, your Aunt Martha, your mail carrier, and your pet fish to all join in.

### **What can my business or organization do to get involved with #GAW?**

Great question! The best answer is to use the resources on [www.ngwa.org/gwaw2019](http://www.ngwa.org/gwaw2019) to spread the word. For example, fill in the press release and send to local media. Forward #GAW social media tips to all your digital champions. Incorporate graphics and facts into various tweets and posts throughout the week.

Additionally, we encourage you to share your story during the week using **#GAW**. When your team decides to get involved by visiting a local classroom to educate students on the importance of groundwater, take pictures and share them everywhere! Whatever you do, just have fun!

### **Are you raising donations during #GAW?**

We are not. #GAW is a weeklong event simply intended to educate and inspire good stewardship regarding the critical resource of groundwater.

### **What is the theme of #GAW?**

This year's theme, **Think**, was designed to urge each of us to consider various ways we can protect our most valuable natural resource. So **Think** about not running the water while you brush your teeth. Or **Think** about getting that leaking faucet fixed. **Think** about the farmers that rely on groundwater to grow the food we eat. And **Think** about having your well inspected to protect your drinking water system. In short, during #GAW, **Think** about our future.