



National Groundwater Awareness Week

TEST. TEND. TREAT.

March 11 - 17

TEST.

TEND.

TREAT.

Communications Toolkit

GroundwaterAwarenessWeek.com



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

During the week of **March 11-17, 2018**, the National Ground Water Association will once again observe National Groundwater Awareness Week or as we call it for short, GWAW. 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, GWAW 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 GWAW so successful, and below we have put together a toolkit to help guide you through the event. Materials include:

- #GWAW2018 messaging
- Social media tips
- A press release template
- Groundwater facts, data, myths
- Logos / graphics.

#GWAW2018 messaging

- GWAW is an annual observance established by NGWA to highlight the responsible development, management, and use of water.
- #GWAW2018 is a platform to encourage yearly water well testing and well maintenance to prevent waterborne illnesses.
- First GWAW event was in 1999.
- #GWAW2018 also provides an opportunity for the public to learn about the importance of groundwater and how the resource impacts lives.
- #GWAW2018 theme — Test. Tend. Treat.

Social media tips

- Use the hashtag #GWAW2018.
- Ask your audience to share or retweet.
- Brand your personal and organizational social media account with the #GWAW2018 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] joins NGWA's National Groundwater Awareness Week

[INSERT CITY, STATE — INSERT DATE] Today, [INSERT ORGANIZATION NAME] officially joined National Groundwater Awareness Week (#GWAW2018), an annual observance established by the National Ground Water Association to highlight the responsible development, management, and use of water. During the week of March 11-17, 2018 [INSERT ORGANIZATION] [INSERT BRIEF DETAILS OF ACTIVITIES]. National Groundwater Awareness Week is also a platform to encourage yearly water well testing and well maintenance to prevent waterborne illnesses.

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

[INSERT QUOTE FROM ORGANIZATION SPOKESPERSON. POSSIBLY "IMPORTANCE OF THE WEEK", "WHY WE'RE PARTICIPATING"]

Established in 1999, National Groundwater Awareness Week provides an opportunity for people to learn about the importance of groundwater and how the resource impacts lives. "Approximately 132 million Americans rely on groundwater for drinking water, so, simply put, the resource makes life possible," said Aaron Martin, public relations and awareness manager of NGWA. "Additionally, groundwater 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:

- 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**.

The 2018 GWAW theme of "Tend. Test. Treat." was established to encourage a more holistic approach to sustain an adequate supply of quality water. Testing your water might prompt well inspection and



maintenance, and water treatment can mitigate naturally occurring contamination revealed by the test. So, **test** your water, **tend** to your well system, then **treat** the water if necessary.

NGWA encourages every person to be a “groundwater advocate” both during National Groundwater Awareness Week and beyond by protecting and conserving groundwater. For more shareable information on the event, including:

- Social media toolkit
- Facts about groundwater
- Event FAQs
- Logos and graphics
- Videos

Please visit GroundwaterAwarenessWeek.com or WellOwner.org.

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.

#GAW2018 logos / graphics

Visit GroundwaterAwarenessWeek.com/logos to download the official logo.

#GAW2018 videos

- *Test, Tend, and Treat* — <https://youtu.be/hO7kLhiJwal>
- *Groundwater Is Cool* — <https://youtu.be/k-QNeMkW9M>

#GAW2018 FAQs

What is #GAW2018?

#GAW2018 is an annual, weeklong observance established by NGWA to highlight the responsible development, management, and use of water. Established in 1999, #GAW2018 provides an opportunity for people to learn about the importance of groundwater and how the resource saves lives.

When is #GAW2018?

March 11-17, 2018.

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 #GAW2018?

Great question! The best answer is to use the resources on GroundwaterAwarenessWeek.com to spread the word. For example, fill in the press release and send to local media. Forward #GAW2018 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 #GWAW2018 or submitting it through the “share your story” link on GroundwaterAwarenessWeek.com. 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 #GWAW2018?

We are not. #GWAW2018 is a weeklong event simply intended to educate and inspire good stewardship regarding the critical resource of groundwater.

What is the theme of #GWAW2018?

This year’s theme of “Test. Tend. Treat.” was established to encourage a more holistic approach to sustain an adequate supply of quality water. For example, testing your water might prompt well inspection and maintenance, and water treatment can mitigate naturally occurring contamination revealed by the test.

Why should I get involved?

Because groundwater literally makes life possible and we need to take collective steps to ensure the natural resource is both clean and available for generations to come.