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WEST BASIN JOINS FIFTH ANNUAL “IMAGINE A DAY WITHOUT WATER” TO RAISE AWARENESS ABOUT THE VALUE OF WATER

CARSON, Calif. – Today, West Basin Municipal Water District (West Basin) joined elected officials, water utilities, community leaders, educators, and businesses from across the country as part of the fifth annual **Imagine a Day Without Water**, a nationwide day of education and advocacy about the value of water. Led by the Value of Water Campaign, a thousand organizations across the country will raise awareness about not taking water for granted and the crucial need for investment in our nation’s water systems.

Investments in our drinking water and wastewater systems are essential to our national health, safety, environment and economic prosperity. West Basin participated by sharing campaign messaging on social media and the Board of Directors plans to issue a proclamation at its monthly meeting on October 28 in support of the campaign.

“West Basin is proud to once again join organizations and individuals nationwide on Imagine a Day Without Water to call attention to protecting our Earth’s most precious resource and the continued need for critical water infrastructure funding,” said West Basin Board President Scott Houston. “In this our third year of participation, the campaign aligns with West Basin’s mission to supply safe and reliable water to the communities we serve.”

Turning on the tap for clean, safe drinking water, and flushing the toilet with no second thought about what happens to wastewater, are actions most Americans take for granted every day. But drought, flooding, and population changes are stressing our water and wastewater systems. While most Americans enjoy reliable water service, our nation’s water infrastructure is aging and in need of investment. A day without water service would result in a public health and an economic disaster: a single nationwide day without water is estimated to put [\\$43.5 billion in economic activity](#) at risk.

West Basin joined Imagine a Day Without Water to draw attention to its Water for Tomorrow Program. The Water for Tomorrow Program is West Basin's approach to addressing the District's water future through recycled water investments, conservation and water-use efficiency.

“We're thrilled that West Basin is a part of Imagine a Day Without Water. This national day of action educates our neighbors and public officials about the essential role water plays in all of our lives,” said Radhika Fox, CEO of the US Water Alliance and Director of the Value of Water Campaign. “Most Americans have enjoyed clean, safe, reliable water service for very low costs for generations. But the infrastructure and service it takes to bring water to our homes and businesses and take it away is not free and can’t be taken for granted. We all need to educate ourselves about where our water comes from and the investment these critical systems need.”

Imagine a Day Without Water is an opportunity for diverse organizations, from environmental advocates to coffee shops, aquariums to car washes, city halls to water utilities, to talk about why water is important to them. Over the past five years, it has provided a platform for educating the public and advocating for leaders to prioritize investing in water today, so in the future no American will have to imagine a day without water. Learn more at imagineadaywithoutwater.org and follow the conversation on social media at **#ValueWater**.

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West Basin Municipal Water District (West Basin) is a wholesale water agency that serves nearly one million people in 17 cities and unincorporated areas in Los Angeles County. West Basin provides imported drinking water, recycled water, as well as conservation and education programs. Through its Water for Tomorrow Program, West Basin is committed to protecting, diversifying, and securing our water supply for the future while continuing a history of innovation and industry leadership. Visit www.westbasin.org to learn more.

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[Imagine a Day Without Water](#) began in 2015 as a project of The Value of Water Campaign. In 2018, more than 1,000 organizations signed up to participate in the annual day of advocacy and education.

[The Value of Water Campaign](#) educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, the Value of Water Campaign is building public and political will for investment in America's water infrastructure. Follow the Value of Water Campaign on [Twitter](#) and [Facebook](#).