



Your Water. Your Health. Our Priority. SM

Straight Talk On The Value of Quality Drinking Water

Water is our most precious natural resource. And while most of us don't give it a second thought when we grab a glass and head to the faucet, a safe drinking water supply should not be taken for granted. Our country's drinking water community creates jobs, attracts industry and investment, and provides for the health and welfare of our citizens in ways ranging from disease prevention to fire suppression. The value of the highest quality tap water in the world is almost too vast to measure.

Consider the Health Effects Worldwide:

- North America's water and medical professionals have virtually eradicated most waterborne diseases, such as cholera, typhoid fever and dysentery.
- The U.S. Centers for Disease Control and Prevention ranked a drinkable, safe water supply as among the **top ten humanitarian achievements of the 20th century**.
- According to the World Health Organization, **1.1 billion people** globally do not have access to improved water supply sources and **2.4 billion people** do not have access to any type of improved sanitation facility.
- The World Health Organization also estimates that about **2 million people** die each year due to waterborne-related diseases. The most affected are the populations in developing countries, living in extreme conditions of poverty.

Consider a Cost Comparison Per Gallon:

Between an overabundance of choices and companies' clever marketing and advertising campaigns, it is easy to lose sight of true value. Tap water may not come with a fancy label, but between its numerous benefits and its cost, it sells itself. Following is a cost comparison of the more popular beverages regularly consumed. To ensure a uniform comparison, all prices were gathered in the same region.

- Coca-Cola: \$2.64
- Snapple Iced Tea: \$13.81
- Milk: \$3.19
- Starbucks Drip Coffee: \$12.80
- Imported Beer (Corona): \$14.78
- Poland Springs Bottled Water: \$1.39
- Evian Bottled Water: \$5.56
- **Tap Drinking Water: \$.0015**