



## Only Tap Water Delivers<sup>SM</sup>

We don't often pause to consider the incredible value of a safe, reliable water supply — and the water system that delivers it — in our everyday lives. But consider what tap water does that no other water can do.

### **Only Tap Water Delivers ...**

#### **... public health protection.**

In a world where an estimated 3 million people die every year from preventable waterborne disease, our water systems allow us to drink from virtually any public tap with a high assurance of safety. Each community water supply meets rigorous federal and state health-protective standards.

#### **... fire protection.**

A well-maintained water system is critical in protecting our communities from the ever-present threat of fire. A system that provides reliable water at an adequate pressure can be the difference between a small fire and an urban inferno. The ability to suppress fires also influences new home construction, business location decisions and insurance rates.

#### **... support for the economy.**

Businesses or housing developments do not succeed without a safe and sustainable water supply. Tap water is critical to businesses' day-to-day operations and is often a primary ingredient in the products they create. The incredible value of water is magnified during times of drought and when populations expand into arid climates.

#### **... the overall quality of life we enjoy.**

Any measure of a successful society — low mortality rates, economic diversity, productivity, and public safety — is in some way related to access to safe water. In North America, we take for granted that safe water is always accessible to drink, to wash our clothes, to water our lawns and for a myriad of other purposes. When water service is interrupted, we're all reminded of the extraordinary value of water resources and service.



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