WEF Leader

Special Edition

WATER'S WORTH IT™ to Make Public Debut at Indy 500!

The Water Environment Federation (WEF) will deliver the WATER'S WORTH IT™ message to the hundreds of thousands of race fans expected to attend the Indianapolis 500 this weekend in Speedway, Indiana. Known as the "Greatest Spectacle in Racing", the Indy 500 is arguably the most famous and prestigious auto race in the world as well as the world's largest single-day spectator sporting event.

From May 25-27, spectators from around the world will learn about the value and importance of water by watching a thirty-second PSA (click here for a sneak peek) that will be shown on a large screen located at the entrance of the Indianapolis Motor Speedway.

Developed by WEF, the spot features four of the five core focus areas — respect, effort, health and future — and several calls to action, including the campaign's unofficial motto: "Be as good to water as water's been to you". The spot will run 4x/hour, 12 hours/day for three days with an estimated viewership of more than 1.5 million and an estimated 3-5 million impressions.

In addition, a videographer will engage the crowd as the PSA is shown on screen. Thought provoking questions will help raise awareness about water while eliciting some fun answers that will be filmed and used for WEF's social media efforts. These clips, along with the PSA, will be available for widespread viewing at www.WatersWorthIt.org.

WEF is currently discussing ways to make this resource available to our members and the water sector. Those plans will be announced as part of a more extensive outreach effort during and immediately following the event.

In the meantime, please visit the online toolkit to take advantage of all of the free resources, learn more about WEF's WATER'S WORTH IT Video Contest, and check out the merchandise page for all of your WATER'S WORTH IT gear!

Thank you for your continued support. Please contact WatersWorthIt@wef.org with questions.

Your Support. WATER'S WORTH IT!