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WEF Launches #MyWaterLegacy Social Media Campaign

Initiative will highlight and celebrate the important work of water professionals

NEW ORLEANS, La. – Water Environment Federation (WEF) president Paul Bowen today launched the new #MyWaterLegacy social media campaign during the Opening General Session (OGS) of [WEFTEC 2016](#) in New Orleans, La. The campaign will bring attention to the value of mentorship and membership, the tradition of working in the water sector, and the important contributions that water professionals make every day to build a legacy of clean water for future generations.

“Every action, decision, and innovation we make as water professionals is really a building block for the future,” said Bowen. “We take our work very seriously but there’s also a great deal of joy, satisfaction, and pride in knowing that what we do makes a difference. Clean water keeps life going! WEF hopes this campaign will be a fun and engaging way to capture and celebrate that spirit and the passion our members and our colleagues around the world have for water and for the communities that they serve.”

WEF is encouraging its members and all water professionals to share how they are building their water legacy by posting their stories, accomplishments, activities, and contributions using #MyWaterLegacy. A centerpiece of this effort is a [special video](#) that also was unveiled at OGS. WEF members and water professionals are invited to share this video to inspire, engage, and spread the important messages of clean water and the essential work of the water sector.

WEF will use the My Water Legacy message for various purposes and WEF programs throughout the coming year and beyond. Most notably, the #MyWaterLegacy social media posts will be captured and featured in the in-development WEF Progress Report, a new online resource that will provide ongoing, real-time updates of WEF and member activities, as well as a special “My Water Legacy” series in *WEF Highlights*, WEF’s membership newsletter.

The ongoing series of WEF Highlights articles will profile the accomplishments and contributions of WEF members who have passed down the tradition of actively participating in WEF and working in the water sector. The first installment, which profiles the late Robert Canham, Sr., a former WEF executive director, and his son, Robert Canham, Jr., deputy director of Treatment Process at the Upper Occoquan Service Authority in Centreville, Va., is featured in the [September issue](#).

For more information about the social media campaign and video, please contact Lori Harrison, WEF director of communications, at lharrison@wef.org.

For more information about the *WEF Highlights* “My Water Legacy” series, or to submit a family

to feature, please contact Jennifer Fulcher, *WEF Highlights* editor, at jfulcher@wef.org.

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About WEF

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 33,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation. To learn more, visit www.wef.org.

About WEFTEC

WEFTEC 2016, the Water Environment Federation's 89th Annual Technical Exhibition and Conference, will be held Sept. 24-28, 2016 at the New Orleans Morial Convention Center in New Orleans, La. The world's largest annual water quality event provides the latest developments, technologies, and services for water preservation, restoration, and sustainability. For the latest conference information and registration details, visit www.weftec.org. For the full program and latest updates at your fingertips, download the WEFTEC mobile app.

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