



## FOR IMMEDIATE RELEASE

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### **New WEF Marketplace is a One-Stop Shop for WATER'S WORTH IT® Merchandise**

ALEXANDRIA, Va., December 4, 2018 – The Water Environment Federation (WEF) has launched a new online portal, [www.WEFMarketplace.org](http://www.WEFMarketplace.org), as a convenient one-stop shop for WATER'S WORTH IT campaign merchandise.

The WEF Marketplace is a separate portal that links to WEF's established e-commerce site, [www.e-WEF.org](http://www.e-WEF.org). Designed to be customer-friendly and efficient, the new marketplace provides access to WEF books and training materials while enabling users to order, customize, and print a growing selection of products.

The launch includes a selection of WATER'S WORTH IT merchandise (t-shirts, water bottles, beer glasses, umbrellas, and pull-up banners) and WEF products (fats, oils, and greases bill stuffer). Going forward, WEF intends to optimize the service for WEF members and other users by seeking their feedback about the system's functionality and new types of inventoried and print-on-demand items. This information is an essential component of the product line expansion and storefront build-out into 2019. Current plans include additional products for WATER'S WORTH IT, public education, WEF membership, and the Utility of the Future Today Recognition Program.

In addition to the new marketplace and merchandise line, the WATER'S WORTH IT campaign also offers a complete toolkit of free, high-impact resources designed to help you be a more effective water communicator. Resources include a suite of fact sheets, social media graphics, full- and half-page ads, logos, and the *Why Water's Worth It* video PSA.

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#### **About WEF**

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 34,000 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](http://www.wef.org).

#### **About WATER'S WORTH IT®**

WATER'S WORTH IT® is a broad-based messaging campaign from the Water Environment Federation that helps to bring attention to the value and importance of clean water and the infrastructure that supports it; the essential work of water professionals; and the need for everyone who uses water to help protect it for today and the future. The campaign aims to inform a range of audiences, including the general public, media, opinion leaders, decision-makers, and elected officials. To learn more, visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org).