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## **WEFTEC 2019 Exclusive: Award-Winning *Why Water's Worth It* Children's Book to be Released in Spanish & French**

Alexandria, Va. – The Water Environment Federation (WEF) continues to make WATER'S WORTH IT® accessible to international audiences with the coming release of its award-winning [Why Water's Worth It children's book](#) in Spanish and French. All three editions, along with exclusive new merchandise such as a kids' t-shirt, coloring tote bag, and a sticker sheet featuring the book illustrations, will be available for the first time at the WEFTEC 2019 onsite bookstore later this month in Chicago.

The book translations follow the recent release of translated campaign materials and are intended to help WEF's international members share the story of water in Canada, Mexico, Latin America, and Europe as well as bilingual communities within the United States.

Recognized with a 2019 Book Excellence Award, *Why Water's Worth It* has been one of WEF's best-selling publications and continues to generate interest both inside and outside of the water sector. Promoted as an eco-educational, reading, and foundational STEM/STEAM resource for young readers, WEF now offers all three editions in print-on-demand paperback and library-bound hardcover with plans to add an e-book format in the coming months.

Following the official release at WEFTEC, the translated editions and new book-related merchandise will be available for purchase on [www.WEFMarketplace.org](http://www.WEFMarketplace.org). New items are regularly added to this one-stop online shop, including a full-line of WATER'S WORTH IT t-shirts, water bottles, pilsner glasses, umbrellas, stickers, stainless straws, magnets, window clings, and more.

The campaign also offers free, downloadable resources including the *Why Water's Worth It* video PSA, a set of book-related teacher resources, fact sheets, ads, social media graphics, and logos. Visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org) for details.

[Register Today!](#) The world's largest annual water quality event will be held September 21-25, 2019 at McCormick Place in Chicago, Illinois. The Water Environment Federation's 92nd Annual Technical Exhibition and Conference, known as WEFTEC, provides the latest developments, technologies, and services for the water sector. More than 20,000 water professionals and 1,000 water companies will attend to learn, connect, and work toward a better future for water. Visit [www.WEFTEC.org](http://www.WEFTEC.org).

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**About WEF**

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 35,000 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 importance of water, and provide a platform for water sector innovation. Visit [www.wef.org](http://www.wef.org).