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WEF RECOGNIZES AND SUPPORTS ESSENTIAL WATER WORKERS

ALEXANDRIA, Va.— The Water Environment Federation (WEF) continues to support its members and the water sector with the development of a new product line that recognizes the fundamental role of clean water and the essential water professionals working on the front lines for public health. All proceeds from this new line will be donated to charity.

As an extension of the free online [WATER'S WORTH IT®/Coronavirus toolkit](#) that was released last month, WEF is using the inspirational slogans, “Water Workers Are Essential” and “Clean Water is Fundamental to the Fight” to bring attention to these unsung heroes, and the services they provide, while supporting a good cause. WEF is also encouraging the general public to [support and show appreciation for the water workforce](#).

Two t-shirts are now available on www.WEFMarketplace.org with plans for additional products in the coming weeks. Print-on-demand bulk orders with a customization option for a utility or organization logo is currently offered. Smaller, non-customizable orders with no minimums will be available soon.

“Nothing works without water and our access depends on the dedication of thousands of water professionals who show up every day, and in moments of crisis, to keep the systems running,” said WEF President Jackie Jarrell. “These men and women are dedicated front-line workers and WEF remains committed to supporting them while elevating water and wastewater services as fundamental and essential. The water sector supports us in every way and we’re hoping opportunities like this will encourage others to recognize and support them too.”

As the water sector continues to respond to the coronavirus pandemic, WEF continues to provide the latest information and credible resources to assist during this challenging time. Along with public outreach, WEF’s overall response has included providing the latest technical and scientific information to the water community, offering educational opportunities through digital programming, and communicating regularly about resources and assistance available to the sector. A comprehensive list of information, resources, and training opportunities is maintained at www.wef.org/coronavirus.

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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 impact and value of water; and provide a platform for water sector innovation. To learn more, visit www.wef.org.