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WATER'S WORTH IT® Materials Available in Spanish and French

Alexandria, Va. – The [Water Environment Federation \(WEF\)](http://www.WaterEnvironmentFederation.org) has taken another step to increase the reach, value, and profile of WATER'S WORTH IT by translating the campaign fact sheets, ads, and social media graphics into Spanish and French. These new materials 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. A complete toolkit of resources are available as free downloads on www.WatersWorthIt.org.

Since refreshing and relaunching the popular campaign last fall, WEF is steadily growing WATER'S WORTH IT to help its members and water professionals spread the word about water and encourage widespread engagement. This includes making the campaign more public-facing to directly connect with the general public and K-12 audience with resources like the *Why Water's Worth It* video public service announcement, its companion children's book, and an initial set of teacher resources.

Since its release in March, the [Why Water's Worth It children's book](http://www.WatersWorthIt.org) 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 plans to offer hardcover, e-book, and translated editions in addition to the original print-on-demand paperback format.

In addition to the children's book, WEF also continues to add new merchandise to its online storefront, www.WEFMarketplace.org, a one-stop shop for ordering, customizing, and printing campaign merchandise and WEF materials. New items are regularly added and includes WATER'S WORTH IT t-shirts, water bottles, pilsner glasses, umbrellas, stickers, stainless straws, magnets, window clings, and more.

You Need Water. Water Needs You. WATER'S WORTH IT! For more information, visit www.WatersWorthIt.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.