



Date: October 2, 2015

Contact: Susan Craig, Communications Director, 602-364-1236

Governor Ducey Proclaims Oct. 5-9 Value of Water Week

PHOENIX (October 2, 2015) - The Water Infrastructure Finance Authority of Arizona (WIFA) announced today that Governor Douglas A. Ducey has designated the week of October, 5-9 by proclamation as the Value of Water Week. WIFA invites utilities, schools, local governments, and businesses to be a part of the Value of Water Week by communicating the importance of water and investments in infrastructure.

Our bodies need water to survive, farmers need water to grow food, and the environment needs water to keep recreation and wildlife thriving. Business and industry need water to provide goods and services in order to keep the economy functioning. Infrastructure makes this all possible, and investments are essential for providing reliable and sustainable sources of clean water. Arizona has done a great job planning for safe and secure water supplies, but awareness and action are needed to keep it that way.

Governor Ducey noted that "by communicating the value of water, we can ensure a long-term, sufficient water supply for Arizona." WIFA encourages all Arizonans to get involved with the Value of Water Week and communicate the importance of water to others - family, friends, neighbors and customers. To support the Value of Water Week Proclamation, WIFA encourages you to:

- **Support investments in infrastructure** - Infrastructure improvements are necessary to ensure a reliable water supply and that means that utilities must have appropriate water pricing. Your water utility needs people who understand the value of water to support infrastructure investments.
- **Join the Thunderclap** - [Sign up](#) to have a Value of Water message automatically post to your Facebook or Twitter accounts. The idea is to have a single message be mass-shared so we "flood" social media outlets to raise awareness and make a positive impact.
- **Spread the word** - Share the [Proclamation](#) via e-mail or post on your website to communicate the importance of appropriate water pricing and investing in water.

[Value of Water Week Proclamation](#)

About WIFA

WIFA is a state agency dedicated to protecting public health and promoting environmental quality through financial assistance for water and wastewater infrastructure. WIFA offers funding for drinking water, wastewater and stormwater projects designed to ensure safe, reliable drinking water and proper wastewater treatment. Over the last 25 years, WIFA has invested

over \$2 billion in Arizona's communities. [Click here](#) for the Scoop on WIFA to view projects that have been completed and projects that are in the pipe line. .

For more information, please visit WIFA's website at azwifa.gov.

###