



## MN AWWA Drinking Water Week Community Recognition Award



The Minnesota Section American of the American Water Works Association (MN AWWA) announces a new opportunity for utilities and municipalities to earn prestige for their efforts in celebrating Drinking Water Week.

The new "Community Recognition Award" will be presented to a community that demonstrates creativity and outreach efforts to promote and celebrate Drinking Water Week, which is celebrated May 1-7, 2011. The winning community will be presented with the award during a community meeting or event, to maximize positive public recognition for the community. In addition, MN AWWA will send a press release to the local media to announce the community's achievement, and will provide the community with a gift certificate to purchase products from the AWWA Bookstore.

**Applications/Nominations for the Award must be submitted using the attached form, and must be received by MN AWWA no later than June 1, 2011. The winning Community will be notified by June 30, 2011.**

A safe, reliable water supply is critical to the success of any community. It creates jobs, attracts industry and investment, and provides for the health and welfare of citizens in ways ranging from disease prevention to fire suppression. We often take our water supplies for granted until they are threatened, either by drought, water main breaks, or some other event. For more than 30 years, the American Water Works Association and its members have celebrated Drinking Water Week – a unique opportunity for both water professionals and the communities they serve to join together to recognize the vital role water plays in our daily lives.

Celebrating Drinking Water Week is an easy way to educate the public, connect with the community, and promote employee moral. Too often, water utilities receive publicity only when something bad happens - a water main breaks in the middle of rush hour or you have to raise your rates, again. Drinking Water Week celebrations give you an opportunity for some positive communication. AWWA has compiled a toolkit for utilities to use to reach out to your employees, your customers, and your community through **Public Communication, Community Events, Youth Activities, and Internal Workplace Communications.**

To access the AWWA Drinking Water Week Toolkit and for more ideas and resources, visit [www.awwa.org](http://www.awwa.org) and click "Public Affairs" then "Drinking Water Week", or copy and past this link into your browser:

<http://www.awwa.org/Government/Content.cfm?ItemNumber=1315&navItemNumber=3874>

For more information about Drinking Water Week or the MN AWWA Community Recognition Award, please contact Todd Bredesen at [Todd.Bredesen@HDSupply.com](mailto:Todd.Bredesen@HDSupply.com).