

# On the WATER Front

A Message from Ed Archuleta, P.E., President/CEO



May 2011

## Return to the Tap

The first week in May was a busy one for us; it was Drinking Water Week. We joined the American Water Works Association and its member agencies in reminding you that tap water is essential to life.

Our theme, "Return to the Tap," reminds consumers that tap water is safe; it meets the EPA's stringent drinking water standards. At less than one cent per gallon, tap water costs less than bottled water. And tap water is good for the environment. Although plastic water bottles can be recycled, many of them end up as litter or in landfills.

### Educational Forum, Readings and Contests

We had quite a week! Some very bright students presented water quality projects at our educational forum. My thanks to the organizations that were exhibitors at this event and to the keynote speaker, KFOX TV news anchor and reporter Hema Mullur.



Chester Jordan Green Team students sample tap water.

Our mascot Willie and the Tech<sub>2</sub>O staff were on hand for story time at two neighborhood libraries. Children learned about water through books and activities. But the tables were turned at our Blue Carpet Awards Ceremony when we saw just how talented and artistic El Paso children are.



Visitors of all ages pledged to return to the tap.

Hundreds of students entered our annual Drinking Water Week poster contest. We presented prizes to winners in four categories. There were additional prizes for the winners of our first Drinking Water Week video contest. The winning posters and videos are on our web site.

### Taking the Pledge

We ended the week at the El Paso Zoo. Five hundred visitors pledged to choose tap water over bottled water. They were rewarded with reusable El Paso Water Utilities water bottles, which they promised to refill with tap water. Younger visitors enjoyed water-related exhibits and activities at the EPWU Discovery Education Center, located just inside the zoo entrance.

Drinking tap water is good for your body, but it's also good for the environment and good for your wallet. I encourage you to choose tap water over bottled water whenever possible. Return to the tap.