

**FOR IMMEDIATE RELEASE FOR MORE INFORMATION**

**DATE:** October 12, 2017 Leslie McGowan

Marketing Communications

[leslie.mcgowan@zurn.com](mailto:leslie.mcgowan@zurn.com)

814-871-4757

**PHOTOS: <http://lopressroom.com/zurn/Imagine-A-Day-Without-Water>**

**Zurn Industries Joins Third Annual Imagine a Day Without Water Campaign**

**MILWAUKEE, WI** – Today, Zurn Industries, LLC joined elected officials, water utilities, community leaders, and businesses participating in the third annual [Imagine a Day Without Water,](http://imagineadaywithoutwater.org/) a nationwide day of education and advocacy about the value of water. Led by the Value of Water Campaign, hundreds of organizations across the country will host events today aimed at raising awareness about the crucial need for investment in our nation’s water infrastructure to ensure that no American community is left without safe and reliable water.

Zurn recognizes that an investment in our drinking water and wastewater systems is essential to our national health, safety, and economic prosperity, and through partnerships with local water authorities and businesses a real impact can be made. Zurn recently provided [highly efficient urinals for a California university's](http://www.zurn.com/about/news/caltech-saves-gallons-without-changing-the-flow-of) water-conservation-based retrofit – a project that will help save the university 6,056,130 gallons of water per year.

“We're thrilled that Zurn is a part of Imagine a Day Without Water. This national day of action educates our neighbors and public officials about the essential role water plays in all of our lives, and the threat that aging and underfunded water infrastructure poses to our communities and economy,” said Radhika Fox, CEO of the US Water Alliance and Director of the Value of Water Campaign. “It is easy to take our water infrastructure for granted, because it is often underground and out of sight. But the systems that deliver water to and from our homes and businesses require reinvestment and upkeep, just like roads and bridges. It is time to take action before we face a crisis.”

Our water infrastructure is aging and in need of investment, having gone underfunded for decades. Drought, flooding, and climate change are stressing our water and wastewater systems. A single nationwide day without water service would put [$43.5 billion of economic activity](http://thevalueofwater.org/sites/default/files/May%202017%20National%20Poll%20Findings_Value%20of%20Water%20Campaign_0.pdf) at risk. In just eight days, a national water service stoppage would put [nearly 2 million jobs](http://thevalueofwater.org/sites/default/files/May%202017%20National%20Poll%20Findings_Value%20of%20Water%20Campaign_0.pdf) in jeopardy.

While many of these challenges are regionally specific and will require locally-driven solutions, reinvestment in our water must be a national priority. Imagine a Day Without Water tells the stories of the challenges we face when our water infrastructure fails, but also of the innovative solutions being implemented in communities nationwide.

Zurn joined Imagine a Day Without Water in support of its mission. The company is committed to providing the safest and most efficient water solutions. Zurn zeroes in on water conservation with every innovation to benefit customers, end users, and the environment.

“Household, industrial and municipal demand will only continue to mount,” said Aline Daniel, Director of Sustainability for Zurn Industries. “It is our responsibility to rise to the occasion – ready with solutions that will facilitate results. We partnered with the EPA WaterSense® program, Milwaukee Water Council, UN Global Compact and other organizations, because while we can work towards a more sustainable future, we’ll make an even bigger impact doing it together and learning from one another.”

Despite the vast challenges facing American water infrastructure, the good news is that there is great opportunity in investment. A study conducted by the Value of Water Campaign has found that there is more than [$220 billion in economic activity](http://thevalueofwater.org/sites/default/files/May%202017%20National%20Poll%20Findings_Value%20of%20Water%20Campaign_0.pdf) to be gained nationwide by closing the water infrastructure investment gap. The American public is already widely supportive of implementing these needed investments. Above any other pressing political issue, Americans [name rebuilding our nation’s infrastructure](http://thevalueofwater.org/sites/default/files/May%202017%20National%20Poll%20Findings_Value%20of%20Water%20Campaign_0.pdf) as the issue they most want our elected officials to address.

**Media Contact**

Abigail Gardner |Value of Water Campaign Communications Director| [agardner@thevalueofwater.org](mailto:agardner@thevalueofwater.org)

| o. 412 421 0809 | c. 412 977 3051

**About Zurn Industries**

[Zurn Industries, LLC](http://www.zurn.com/innovation-efficiency/water-efficiency) is a recognized leader in commercial, municipal, healthcare and industrial markets. Zurn offers the largest breadth of engineered water solutions, including a wide spectrum of sustainable plumbing products. Zurn delivers total building solutions for new construction and retrofit applications that enhance any building’s environment.

[The Value of Water Campaign](http://thevalueofwater.org) educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, the Value of Water Campaign is building public and political will for investment in America's water infrastructure.

###