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Iowa American Water Marks Fifth Annual “Imagine a Day Without Water” *Emphasizing the Importance of a Resource Often Taken for Granted*

DAVENPORT, IA--Oct. 23, 2019—Iowa American Water joined a thousand organizations, educators and businesses today to raise awareness for the fifth annual *Imagine a Day Without Water*. Led by the *Value of Water Campaign*, the day focuses on educating the public about the importance of having accessible water and the crucial need for investment in our water infrastructure nationwide.

Though water is imperative to carry out many everyday functions, it remains often overlooked, due to our accessibility to quality water in this country. Not much thought is given to the journey water travels from source to tap, undergoing hundreds of tests and treatments and flowing through many miles of main. It may not come as a surprise that much of Iowa’s aging water infrastructure requires investment, considering pipes in many locations around the state have been working around the clock for 100 years or more. *Imagine a Day Without Water* presents the perfect opportunity to bring this issue to light.

“As consumers, we use water constantly without even realizing it,” says Randy Moore, President, Iowa American Water. “Even when we’re not using water, we’re using things that were made with water, or eating something that needed water to grow. We all know water is essential for life, but how often do we stop to appreciate the fact that we have it? This *Imagine a Day Without Water*, we ask our customers to do just that.”

Each year, Iowa American Water uses the day to focus on educating its customers about the value of water, and the company’s role in treating and delivering clean water to customers. This year, the company is using its social media sites to illustrate the impact water has on the simple pleasures of everyday life by posting videos and graphics aimed to provoke thought and conversation with customers about everything they would miss if they did not have access to water.

Iowa American Water works hard every day and invests millions of dollars each year to continuously provide clean, safe and reliable drinking water to its customers. In the next five years, the company will invest about \$20 million annually statewide to improve its water treatment and pipeline systems and accelerate the *renewal of water infrastructure* that has reached the end of its useful life across the state.

Iowa American Water, a subsidiary of American Water (NYSE: AWK), is the largest investor-owned water utility in the state, providing high quality and reliable water services to approximately 212,000 people. With a history dating back to 1886, American Water is the largest and most geographically diverse U.S. publicly traded water and wastewater utility company. The company employs more than 7,100 dedicated professionals who provide regulated and market-based drinking water, wastewater and other related services to more than 14 million people in 46 states. American Water provides safe, clean, affordable and reliable water services to our customers to make sure we keep their lives flowing. For more information, visit amwater.com and follow American Water on [Twitter](#), [Facebook](#) and [LinkedIn](#).