

MEDIA RELEASE

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World Water Day

East Gippsland Water will be launching a number of initiatives over the coming months under the banner of 'Choose Tap' to highlight the benefits of drinking tap water instead of bottled water, as well as to support a healthy lifestyle.

This Sunday (22 March) is World Water Day and a timely reminder that we are very fortunate in East Gippsland to enjoy plentiful supplies of some of the best drinking water in Victoria and indeed the world.

Said East Gippsland Water's Managing Director, Bruce Hammond: "As the local water corporation we are providing safe, clean, fresh drinking water to around 35,000 people in communities large and small, across an area of some 21,000 square kilometres. Yet, how many of us give it a second thought when we turn on the tap at home, at work, or as we take a refreshing drink from a water fountain, while enjoying the great outdoors.

"Contrast that with the situation confronting people in other parts of the world, where they simply don't have access to safe, clean water and face the constant threat of serious illness and even death from water-borne diseases."

Water is essential for healthy living, but here in Australia there has been an increasing tendency in recent years to drink pre-packaged, bottled water instead of tap water, which makes no financial sense. Indeed, Australians currently spend more than \$500 million each year on bottled water, needlessly bypassing much cheaper water supplied direct to the tap in their own home.

With this in mind, over the coming months East Gippsland Water will be launching initiatives to highlight the financial, environmental and health benefits of drinking tap water. One major initiative will involve the phased roll-out of permanent water refill stations at a number of key locations around the region, including popular community recreation areas.

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