

Name: \_\_\_\_\_

# Water Wisdom

Seventy-five percent of New Jersey’s drinking water comes from underground aquifers. Over thousands of years, New Jersey’s aquifers have gathered the water we use today for drinking, cooking, and bathing.



However, our state’s growing population drains our aquifers more quickly than rainwater can replenish them. In addition, more and more water becomes polluted every year, making it undrinkable. The New Jersey Clean Water Council believes that New Jersey will be in a severe drought by 2020. Even a pinhole leak in your toilet can waste 25,000 gallons in one month—enough water to fill a swimming pool. That’s why it’s important to think about the water we use and find ways to conserve it.

## Work with your group to answer these questions and campaign for getting the word out about the importance of water conservation.

1. Research and list five ways that your family, friends, and/or community could conserve water.

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2. Everyone should conserve water but great campaigns talk to specific kinds of people such as other kids, your families, or local businesses. Who would you like your campaign to speak to?

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3. What tools could you use to get your message out? Consider websites, posters, brochures, radio, podcasts, social media, etc.

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4. How will you launch your campaign? Consider a special day like Earth Day, on a community day, or at a sporting event.

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5. What do you want to say? Be specific and choose one or two actions you want people to take.

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### MILES OF PIPE

The pipes that New Jersey’s water travels through are always being checked and repaired. New Jersey American Water’s 8,600 miles of pipe cover one-third of the state. These pipes have 170,000 valves that have to be regularly turned and checked.

