

Tap Water Key Messages

Campaign Theme:

Tap into Goodness

Campaign Tag Line:

Drink in the goodness of pure Washington water

Sample uses:

- Water is a resource worth caring for and protecting. Drink in the goodness of pure Washington water.
- Tap into goodness. Drink pure Washington water.

Key Messages:

- Washington tap water is regulated by the federal Safe Drinking Water Act. Frequent and thorough testing is required to maintain the highest standards.
- Every year, your water utility sends you the Consumer Confidence Report—an annual report that explains the quality of your water and its exact ingredients—so that you know your water is safe.
- Your water is tested regularly for contaminants. If harmful substances are found, your water utility is required to tell you within 24 hours if water quality standards are not met.
- Bottled water costs thousands of times more than tap water.
- When you drink tap water from reusable glasses or bottles, there's nothing to throw away or recycle.
- Tap water is delicious and portable. Just fill your reusable plastic or stainless steel container with fresh, tasty tap water and go. You'll save money and help the environment.
- To keep you safe, some water utilities treat water with chlorine. If you don't like the taste, use a home filter system (be sure to change the filters according to the manufacturer's schedule) or fill a pitcher and put it in the refrigerator overnight.
- Choose bottled water during interruptions of service or when you can't get safe tap water. For all other times, you can feel confident just turning on the tap.
- Tap into goodness: drink pure Washington water.

