



ICC NEWS RELEASE

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International Code Council Joins Sixth Annual “Imagine a Day Without Water”

The day of advocacy and action, sponsored by the US Water Alliance through the Value of Water Campaign, raises awareness about the value of water

Washington, D.C. – Today marks the sixth annual *Imagine a Day Without Water*, a nationwide day of education and advocacy about the value of water. For the second consecutive year, the International Code Council will join elected officials, water utilities, community leaders, educators, and businesses from across the country to raise awareness about not taking water for granted and the crucial need for investment in our nation’s water systems.

Turning on the faucet for clean, safe drinking water, and flushing the toilet with no second thought about what happens to wastewater are actions that most Americans take for granted every day. But this year as our communities have been challenged by the public health crisis from COVID-19, we saw that safe, clean and reliable water service is something we depend on to protect our health and economy. Our nation’s water infrastructure is aging and in need of investment. A day without clean water is a public health and an economic disaster: a single nationwide day without clean water service would put our entire economy at risk.

“In keeping with the Code Council’s ongoing promotion of strong plumbing codes and sustainability standards that address water quality, sanitation, safe water reuse methods and efficiency, we are pleased to partner with the US Water Alliance and the Value of Water Campaign,” said Code Council Chief Executive Officer Dominic Sims, CBO. “We encourage all of our members to join us in promoting the adoption and implementation of strong plumbing codes and encouraging necessary investment in aging water infrastructure.”

“We’re thrilled that the International Code Council 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 our lives,” said Radhika Fox, CEO of the US Water Alliance and Director of the Value of Water Campaign. “This year showed us the critical importance of water service to safeguard public health and the economy. But the infrastructure and service it takes to bring water to our homes and businesses and take it away is not free and can’t be taken for granted. We all need to educate ourselves about where our water comes from and the investment these critical systems need.”

U.S. Representatives LaHood, Walorski, Torres-Small, and Blumenauer, co-chairs of the International Water and Sanitation Caucus, which the Code Council supports in advocating for global water,

sanitation, and hygiene priorities on Capitol Hill, echoed the Code Council's support for today's initiative: "Inadequate water and sanitation around the world is a risk to America's national security and our global health. Now more than ever, investing in clean water, sanitation, and our waterway systems can strengthen diverse communities around the world and increase public health. The International Water and Sanitation Caucus is proud to join with coalition partners in marking *Imagine a Day Without Water* to encourage education about clean water and investment in critical wash water infrastructure."

Imagine a Day Without Water is an opportunity for diverse organizations, from environmental advocates to coffee shops, aquariums to car washes, city halls to water utilities, to talk about how water is important to them. Over the past five years, it has provided a platform for educating the public and advocating for leaders to prioritize investing in water today, so in the future no American will have to imagine a day without water. Learn more at imagineadaywithoutwater.org and follow the conversation on social media at **#ValueWater**.

The Code Council family of solutions has several resources available to assist jurisdictions, manufacturers and the public with water conservation and efficiency. View the Code Council's water conservation and efficiency safety toolkit, [here](#).

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About the International Code Council

The [International Code Council](#) is the leading global source of model codes and standards and building safety solutions. Code Council codes, standards and solutions are used to ensure safe, affordable and sustainable communities and buildings worldwide.