



18 October 2021

Second annual 'Love Water Day' to celebrate National Water Week

Hunter Water is calling on the Lower Hunter community to show how they value and conserve our most precious resource by helping celebrate Love Water Day as the local highlight event during National Water Week.

The online event this Saturday 23 October will again aim to raise awareness of water conservation heading into summer and how the community can make Smart Water Choices in and around their homes and businesses to keep our water storages fuller for longer and to leave more water for our environment.

Hunter Water Managing Director, Darren Cleary, encouraged residents and businesses to get involved on Love Water Day.

“Even though recent wet weather is keeping our water storages in good shape, we all know how quickly our region’s water supply can run low when it turns dry.

“During National Water Week, Hunter Water will launch a new phase to our successful Love Water campaign to encourage us all to think of the value of water in our lives and how to make smarter choices in how we use it.”

By following the Smart Water Choices, the region's permanent water conservation measures, that include watering the garden before 10am or after 4pm, using a trigger nozzle on the hose and sweeping hard surfaces, we can all help make a difference.

There are many other easy, everyday habits like a shorter, four-minute shower and washing only with a full load, that when everyone does together help make substantial changes and keep our water storages fuller for longer now and for future generations.

This Saturday Hunter Water encourages residents and businesses to show us the water saving choices they make by posting a photo or short video on Facebook or Instagram, tagging @ourhunterwater and using the hash tags #LoveWater and #LoveWaterDay.

The 2021 National Water Week (#NWW2021) theme is 'Caring for Water and Country' celebrating the vital and cultural role water plays in all our lives. The theme aims to highlight the efforts to deepen understanding of Australian First Nations people’s knowledge protecting and sustaining water and land for more than 65,000 years.

How to get involved in Love Water Day, Saturday 23 October:

- Post a photo or short video on Facebook or Instagram to show us how you love water
- In your caption on Facebook or Instagram tag @ourhunterwater
- Use the hashtags #LoveWater, #LoveWaterDay and #NWW2021

Hunter Water media team | Media line: 4979 9669 | media@hunterwater.com.au