



Imagine a Day Without Water
October 10, 2018



Middlesex Water Company Joins Fourth Annual Imagine a Day Without Water Campaign to Raise Awareness About the Value of Water

October 10, 2018 – Iselin, NJ – Today, Middlesex Water Company (MSEX) joined elected officials, water utilities, community leaders, educators, and businesses participating in the fourth annual Imagine a Day Without Water, a nationwide day of education and advocacy about the value of water. Led by the Value of Water Campaign, hundreds of organizations across the country will host events and spearhead projects today aimed at raising awareness about the crucial need for investment in our nation’s water infrastructure.

An investment in our drinking water and wastewater systems is essential to our national health, safety, environment, and economic prosperity. Subsequently, MSEX is making investments in its water system to ensure residents never suffer the consequences of a day without water. Through its Water For Tomorrow® effort, MSEX is investing over \$160 million over next two years in improvements that enhance water system reliability resiliency, safety and water quality.

After decades of underfunding, the nation’s water infrastructure is aging and in need of investment. Drought, flooding, and population changes are stressing the country’s water and wastewater systems. A single nationwide day without water service would put \$43.5 billion of economic activity at risk. Consider that it takes 40,000 gallons of water to produce one car, 19 gallons of water to grow one apple, and to make one loaf of bread requires 240 gallons of water. In just eight days, a national water service stoppage would put nearly two million jobs in jeopardy.

MSEX joined Imagine a Day Without Water to draw attention to raise awareness of the essential value of water and how it contributes to public health and wellness, fire protection, quality of life and the economic vitality of our cities. To see how MSEX employee’s imagined their day without water [here](#) and to learn more about Water For Tomorrow®, visit [here](#).

Middlesex Water Company, established in 1897, provides regulated and unregulated water and wastewater utility services in New Jersey, Delaware and Pennsylvania through various subsidiary companies. For additional information regarding Middlesex Water Company visit our website at www.middlesexwater.com or call (800) 549-3802.

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