



## Householders' Options to Protect the Environment Inc.

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Think Globally. Act Locally!

## MEDIA RELEASE

Tuesday, 17 March 2020

### RE: World Water Day, 22 March 2020

The United Nations' [World Water Day](https://www.worldwaterday.org/) (<https://www.worldwaterday.org/>) has been held annually on the 22<sup>nd</sup> of March since 1993 to promote the importance of freshwater. The theme for 2020 is “Water and Climate Change”, which the effects of could see up to 5.7 billion people living in areas where water is scarce for at least one month a year by 2050 (UNESCO 2018). Consequently, Householders' Options to Protect the Environment (HOPE) Inc. asks every Australian to consider their water usage.

We all need water to survive, as do the systems we rely on for sanitation, healthcare, education, business, and industry. Worryingly, extreme weather events are making water more scarce, unpredictable, and polluted. But adapting to the effects of climate change will protect health and save lives, as using water more efficiently will reduce greenhouse gases.

Everyone can help fight climate change and reduce water usage by taking the simple steps below:

- 1) Take a shorter shower to reduce water usage.
- 2) Turn off tech to reduce energy production, as most power generation is water-intensive.
- 3) Don't throw away edible food, which reduces demand on water-intensive agriculture
- 4) Shop sustainably from responsible sources. For example, a typical pair of jeans takes 10,000 litres of water to produce, which is equal to what a person drinks in 10 years.

Also, follow World Water Day on [Instagram](#), [Facebook](#), [Twitter](#), and [YouTube](#) and use the hashtag #WorldWaterDay to spread the word.

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