

A close-up photograph of a clear glass, likely a water glass, with the word "THIRST" printed in a bold, blue, sans-serif font across its center. The glass is partially filled with water, and the background is a soft, out-of-focus blue gradient. The lighting highlights the rim and the base of the glass, creating a sense of depth and focus on the text.

THIRST

thirst

verb [intransitive]

- **to feel a need to drink**
- **to have a strong desire for something**





DID YOU KNOW



**We are all
water creatures.**



It makes up:



60% of your body



70% of your brain



80% of your blood

**While you can go almost
a month without food...**



**your body
can't survive
one week
without water.**



**The same water
that existed on Earth
billions of years ago
still exists today.**





**It covers most of the planet,
but just 3% is freshwater.**

A dramatic landscape of a glacier valley. In the foreground, dark, rugged, and snow-covered mountain ridges lead into a vast, flat valley floor covered in a thick layer of ice or snow. The valley is flanked by steep, snow-covered mountains. The sky is bright blue with scattered white clouds, and rays of sunlight stream down from the upper left, illuminating the scene. The overall atmosphere is cold and majestic.

(and most of that is ice)

**Less than 1% of all freshwater
is readily accessible
for human use.**

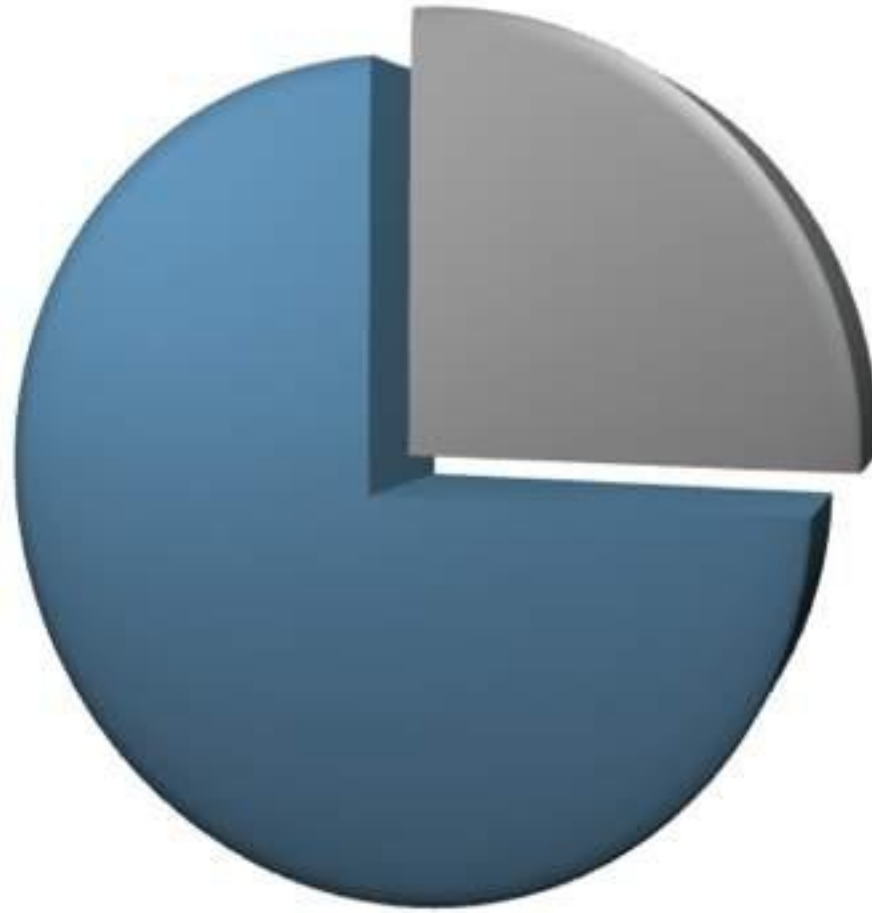


To put it another way...

Less than 0.007%
of all the water on Earth
is available
to drink.







**A quarter of all the clean water
that enters your home...**

A photograph of a white toilet in a bathroom with white tiled walls and floor. A white bathtub is visible on the right. The text "...is used to flush toilets." is overlaid on the right side of the image. The word "flush" is in blue, while the rest of the text is in black.

**...is used to
flush toilets.**

**One toilet flush
uses 3 gallons**



A single load of laundry:
40 gallons





**10-minute shower:
50 gallons**



Brushing with the tap running:
4 gallons



(Brushing with the tap off:)
0.25 gallons



DID YOU KNOW



A close-up photograph of parched, reddish-brown soil. The ground is covered in a network of deep, dark, irregular cracks that form a web-like pattern across the surface. The texture of the soil appears rough and brittle. In the top right corner, there is a small, dry, brownish clump of grass or weeds.

A water crisis is looming.



**Our water sources
are under pressure.**

**In the 20th century
the world's population
tripled.**



3x

**The use of water
grew 6x.**

6x

3x



An aerial, black and white photograph showing a vast, dense crowd of people filling a large open area. The individuals are packed closely together, creating a textured sea of heads and shoulders. The perspective is from directly above, looking down on the gathering.

**By mid-century,
there will be an additional
3 billion people.**



**Most will be born in countries
already experiencing
water shortages.**



**What will that mean
for water use?**

**The Los Angeles basin
can support about
1 million people
with its own water.**



**By the year 2020,
the population is
expected to reach
22 million.**



**El Paso and San Antonio
could run out of water
in 10 to 20 years.**



A satellite image of the state of Florida and the surrounding Gulf of Mexico. The land is shown in shades of green and brown, while the water is a deep blue. The text is overlaid on the lower left portion of the image.

**Central Florida could
run out in less than 5.**



DID YOU KNOW



**Millions of people in the
world live on less than
3 gallons each day.**



**The average American
uses about 160 gallons.**

25 million refugees
were displaced
by contaminated
rivers last year.



That's more than were
forced to flee from war zones.



1 in 3 people
lack access to
adequate sanitation.

1 in 5
don't have access
to safe drinking water.



**According to the U.N., a child dies
from a water-related disease
every 15 seconds.**



**The emerging worldwide
water shortage is serious.**



**It's been said,
we're going to
run out of water
before we run out of oil.**



**Due to over-pumping,
the groundwater in several
countries is almost gone.**



**Depleted aquifers lead to
cutbacks in grain harvests...**



**...which lead to more food
shortages and higher prices.**



**China is already developing
large grain deficits.**

A vintage map of South and Southeast Asia, showing India, Pakistan, and the surrounding regions. The map is overlaid with a dark, semi-transparent layer. The text "As are India, Pakistan, and Egypt." is written in a large, white, sans-serif font across the center of the map. The map itself is colorful, with various shades of red, yellow, green, and blue representing different countries and bodies of water. Labels for various cities and regions are visible, including Calcutta, Bombay, Madras, and Ceylon. The text "As are India, Pakistan, and Egypt." is the primary focus, with the map serving as a background.

**As are India, Pakistan,
and Egypt.**



**Our water problem is fast
becoming a hunger problem.**



So what does it all mean?



It's a thirsty world.



Industry is thirsty...



Agriculture is thirsty...



We are thirsty...

**What will be
the straw that
breaks the
camel's back?**



**It's time to give water
a second thought.**





**Use less.
Save more.
Advocate always.**



NOW YOU KNOW

A large, realistic water droplet is centered against a solid black background. The droplet is highly detailed, showing a bright highlight at its apex and a glowing rim. The word "THIRST" is superimposed across the middle of the droplet in a bold, white, sans-serif typeface. The letters are slightly transparent, allowing the dark interior of the droplet to be seen through them.

THIRST