

A close-up photograph of a clear glass, likely a water glass, filled with water. The word "THIRST" is printed in a bold, blue, sans-serif font across the middle of the glass. The glass is set against a light blue background that fades into white at the top. The lighting is bright, creating a slight reflection on the rim of the glass.

THIRST

thirst

verb [intransitive]

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



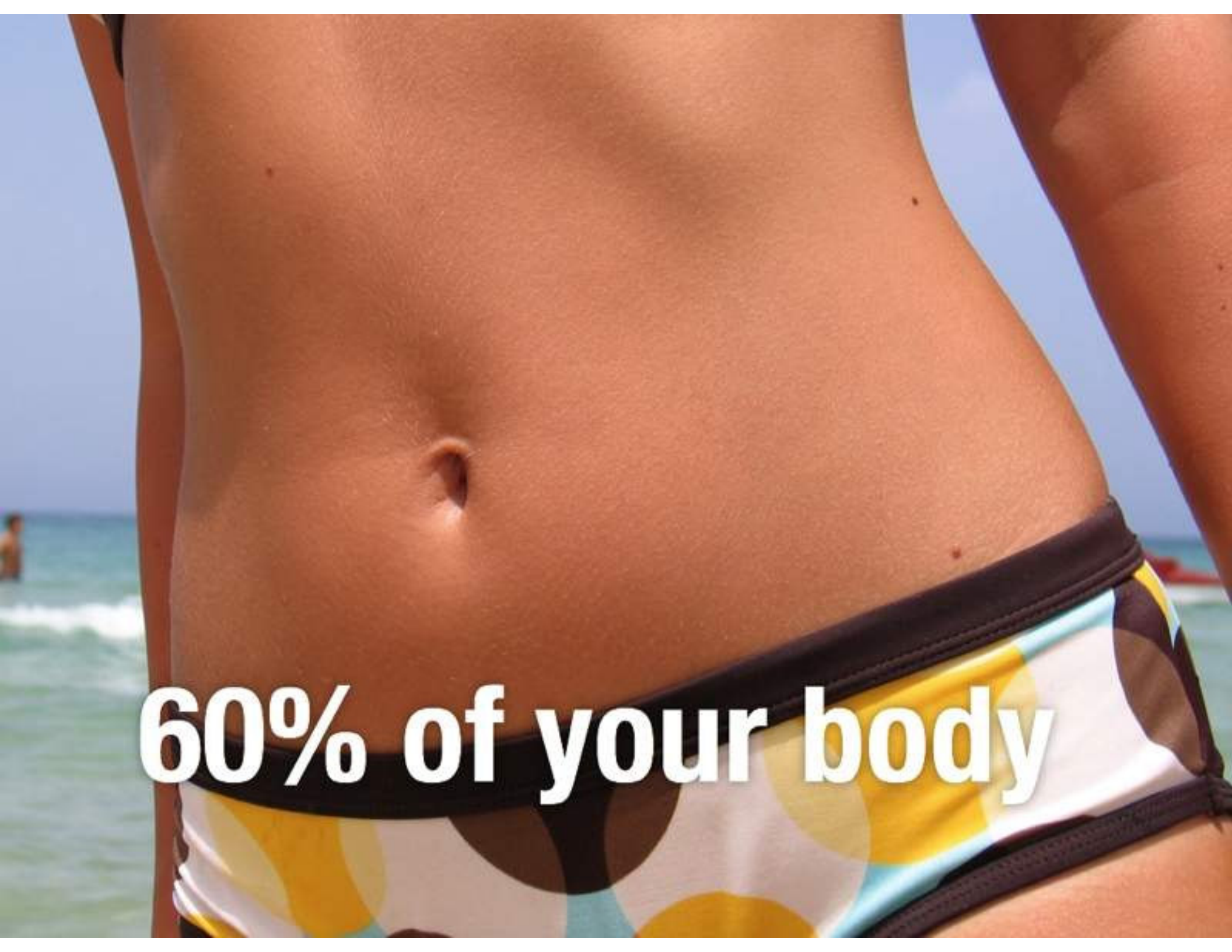


DID YOU KNOW

**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 wide-angle photograph of a massive glacier valley. The foreground shows dark, jagged rock formations. The middle ground is filled with a vast, flowing glacier that stretches towards the horizon. The background features steep, snow-dusted mountains under a bright, cloudy sky. The overall scene is majestic and cold.

(and most of that is ice)

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



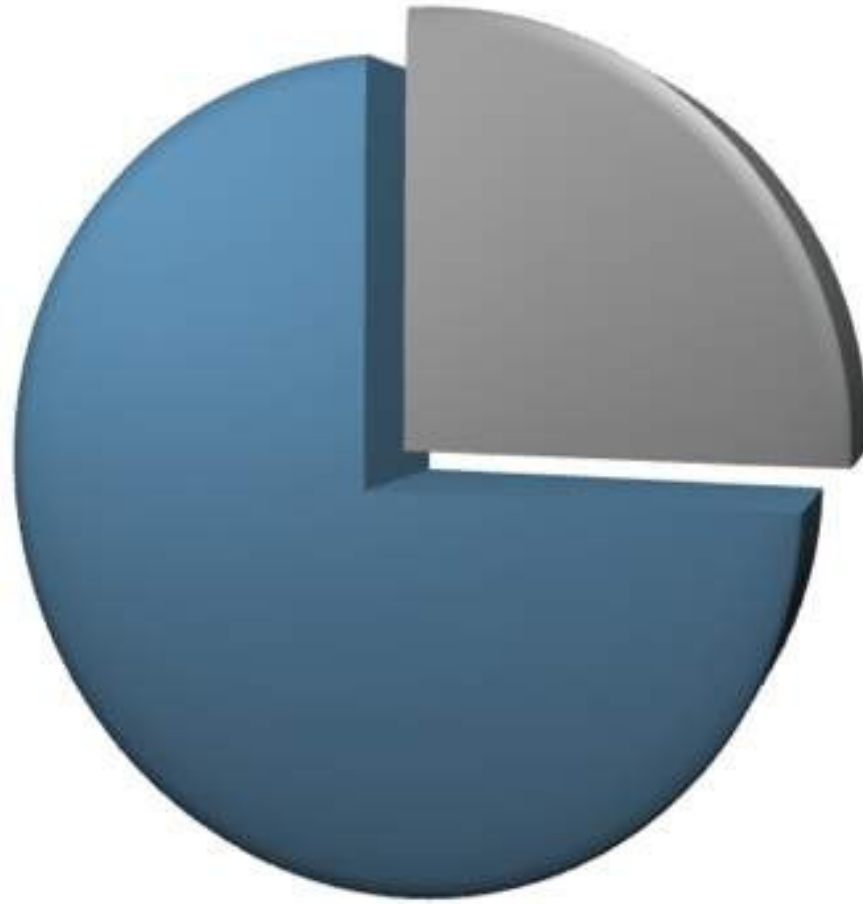
To put it another way...

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





DID YOU KNOW



**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. The toilet is on the left side of the frame. To the right of the toilet, there is a white bathtub. The text "...is used to flush toilets." is overlaid on the right side of the image in a bold, sans-serif font. The first part "...is used to" is in black, and the second part "flush toilets." is in blue.

**...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 mosaic-like pattern. The texture of the soil appears rough and brittle. In the upper 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



Category	Growth Factor
Blue Area	6x
Grey Area	3x



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

The image is a composite of two black and white aerial photographs of large crowds. The top photograph shows a very dense crowd of people, filling the entire frame. The bottom photograph shows a large crowd of people, but with more visible individual movement and spacing than the top image. The text is overlaid on a semi-transparent grey band between the two images.



**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

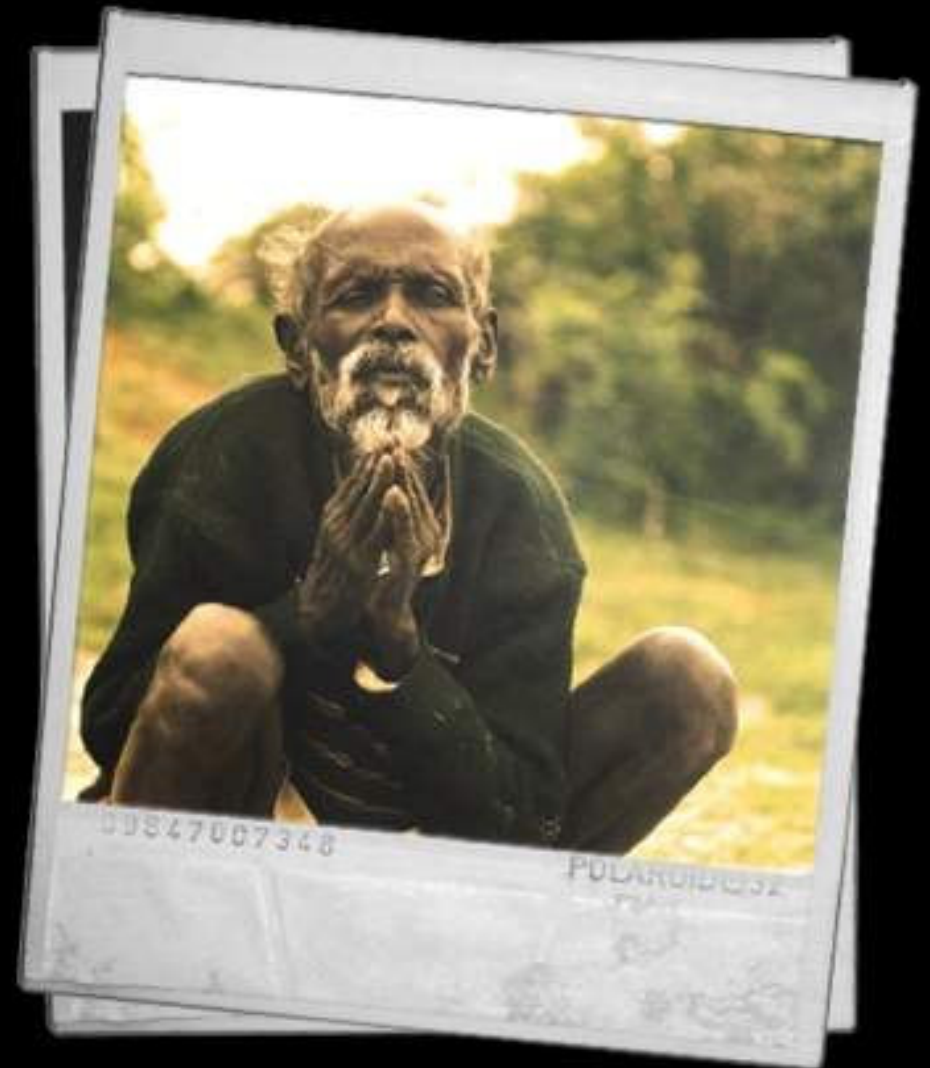


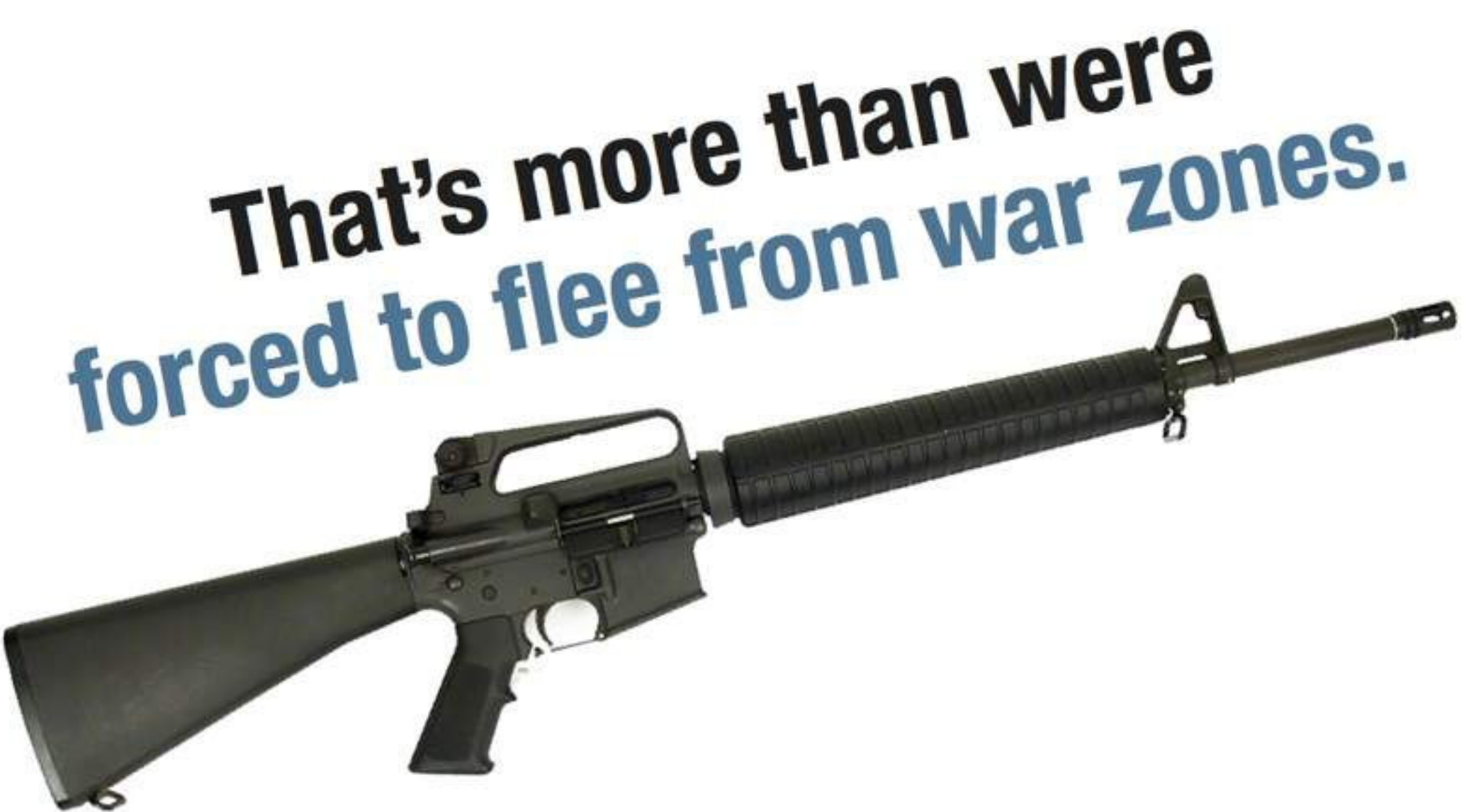
**Millions of people in the
world live on less than
3 gallons each day.**



**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, sepia-toned map of South and Southeast Asia. The map shows the Indian subcontinent, including India, Pakistan, and Ceylon (Sri Lanka). It also shows the Malay Peninsula and the island of Sumatra. The text 'As are India, Pakistan, and Egypt.' is overlaid in a large, white, serif font. The map includes various geographical labels such as 'ARABIAN SEA', 'BAY OF BENGAL', 'ANDAMAN ISLANDS', 'NICOBAR ISLANDS', 'MALDIVES', 'LACCADIVE ISLANDS', 'MADRAS', 'BOMBAY', 'CEYLON', 'SINGAPORE', 'BANGKOK', 'RANGOON', 'YOKOHAMA', 'HONG KONG', 'SHANGHAI', 'PEKING', 'TIENTSIN', 'HANKOW', 'CANTON', 'HARBIN', 'MOSCOW', 'LONDON', 'PARIS', 'BRUSSELS', 'BERLIN', 'VIENNA', 'WIENT', 'MUNICH', 'DUBLIN', 'LONDON', 'PARIS', 'BRUSSELS', 'BERLIN', 'VIENNA', 'WIENT', 'MUNICH', 'DUBLIN'.

**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...

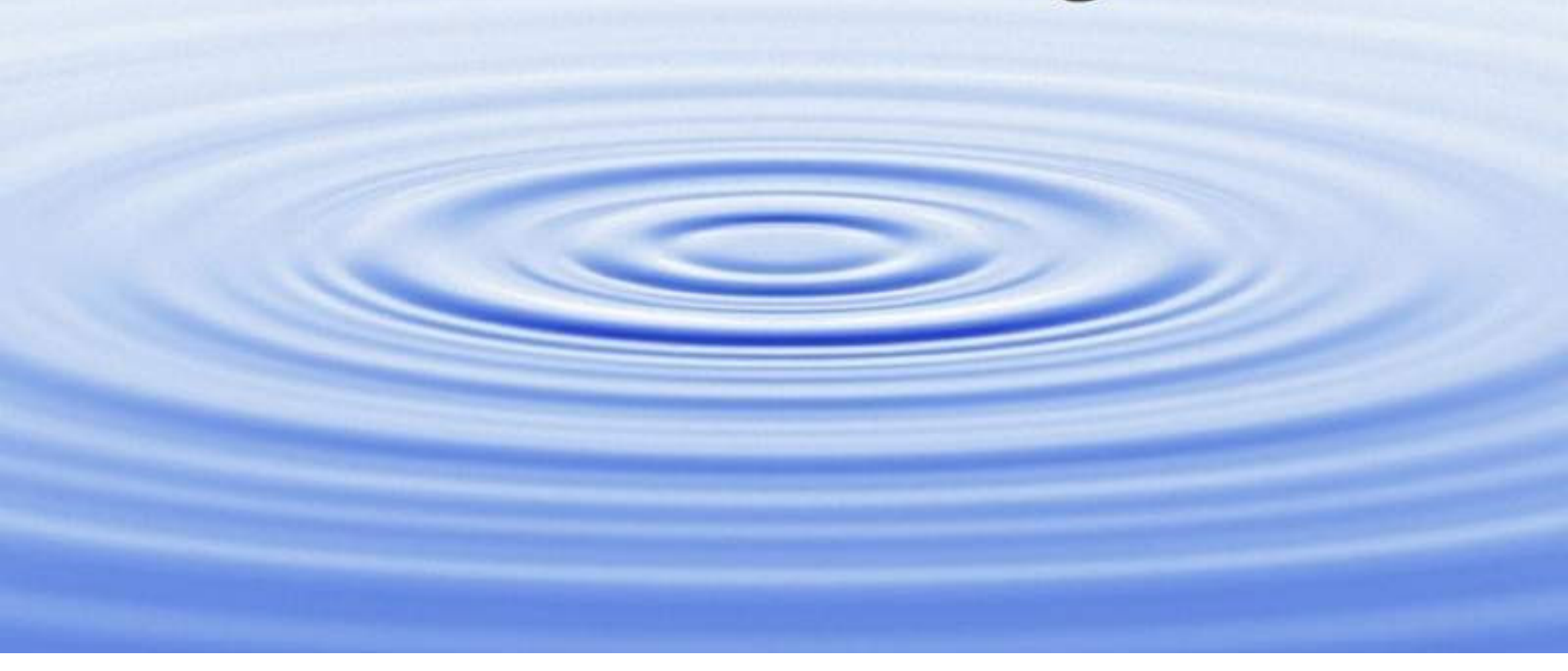


We are thirsty...

**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 on a black background. The droplet is highly detailed, showing reflections and a sharp point at the top. The word "THIRST" is written in a bold, white, sans-serif font across the middle of the droplet.

THIRST