American Water Newsroom

American Water Highlights the Value of Water During 11th Annual Imagine a Day Without Water

CAMDEN, N.J. – OCTOBER 16, 2025 – American Water (NYSE: AWK), the largest regulated water and wastewater utility company in the U.S., highlights *Imagine a Day Without Water* to focus on the actions that individuals, communities, and policymakers can take to help protect our most precious resource through conservation and continuing investment in water and wastewater infrastructure.

“Water is the foundation of healthy, thriving communities,” said Cheryl Norton, EVP and Chief Operating Officer, American Water. “American Water is committed to providing safe, clean, reliable and affordable water and wastewater services to its customers. Over the next ten years, we plan to invest $40-$42 billion in infrastructure upgrades to our water and wastewater systems across the U.S., strengthening system reliability and resiliency in the communities we proudly serve.”

Imagine a Day Without Water serves as a reminder of water’s essential role in everyday life and the importance of protecting it. Every action matters! Start protecting water today with these tips:

- Engage in simple conservation habits, such as turning off the faucet while brushing your teeth, taking shorter showers, and watering plants in the early morning or evenings to limit evaporation. Check out other ways to use water wisely: https://www.amwater.com/corp/Customers-and-Communities/Wise-Water-Use/.
- Promote source water protection by organizing a local cleanup to pick up trash in and around a water source. Find additional ways you can help: https://www.amwater.com/corp/Water-Quality-Wastewater-Service/source-water-protection.
- Check out our blog post to learn more: https://newsroom.amwater.com/2025-10-09-Imagine-a-Day-Without-Water

American Water also recognizes some customers may face financial challenges that stretch their resources. To this end, the company offers flexible billing options and financial assistance programs to help keep life flowing for customers. For more information, visit: amwater.com/corp/Customers-and-Communities/customer-assistance-programs.

About American Water
American Water (NYSE: AWK) is the largest regulated water and wastewater utility company in the United States. With a history dating back to 1886, We Keep Life Flowing® by providing safe, clean, reliable and affordable drinking water and wastewater services to more than 14 million people with regulated operations in 14 states and on 18 military installations. American Water’s 6,700 talented professionals leverage their significant expertise and the company’s national size and scale to achieve excellent outcomes for the benefit of customers, employees, investors and other stakeholders.

For more information, visit amwater.com and join American Water on LinkedIn, Facebook, X and Instagram.

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