

A close-up photograph of a clear glass, likely a tumbler or a lowball glass, which is partially filled with water. The word "THIRST" is printed in a bold, blue, sans-serif font across the middle of the glass. The water level is just below the rim. The background is a soft, out-of-focus blue gradient.

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.**



(and most of that is ice)

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



To put it another way...

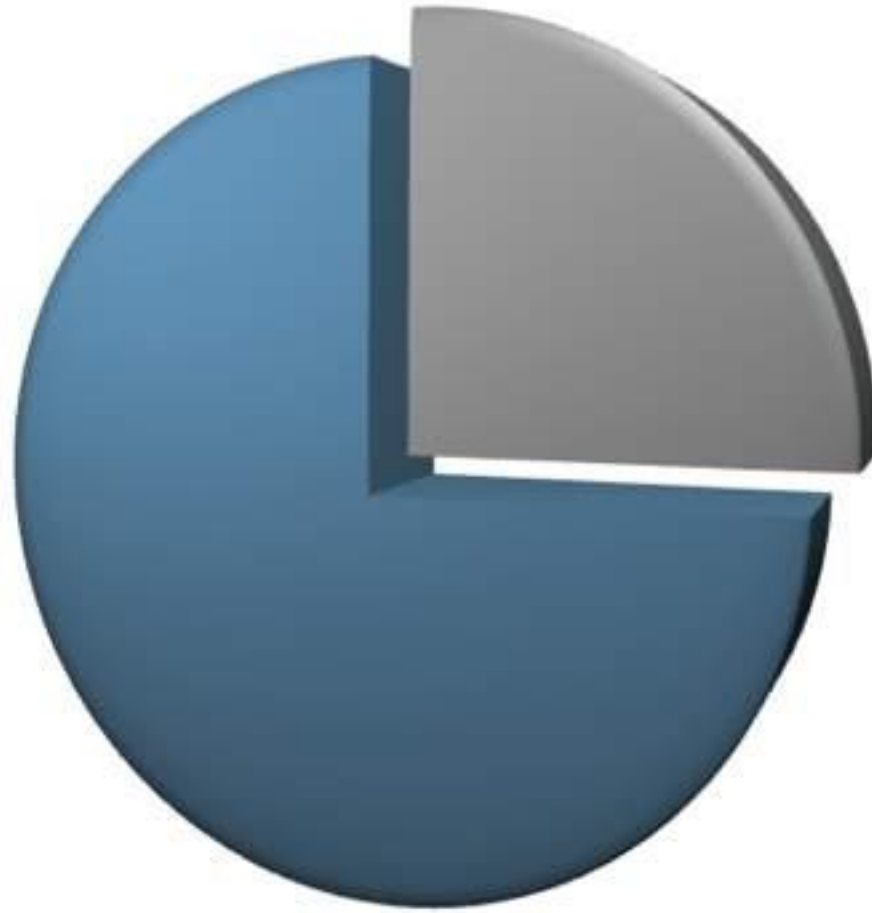
Less than 0.007%
of all the water on Earth
is available
to drink.





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. 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 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.**

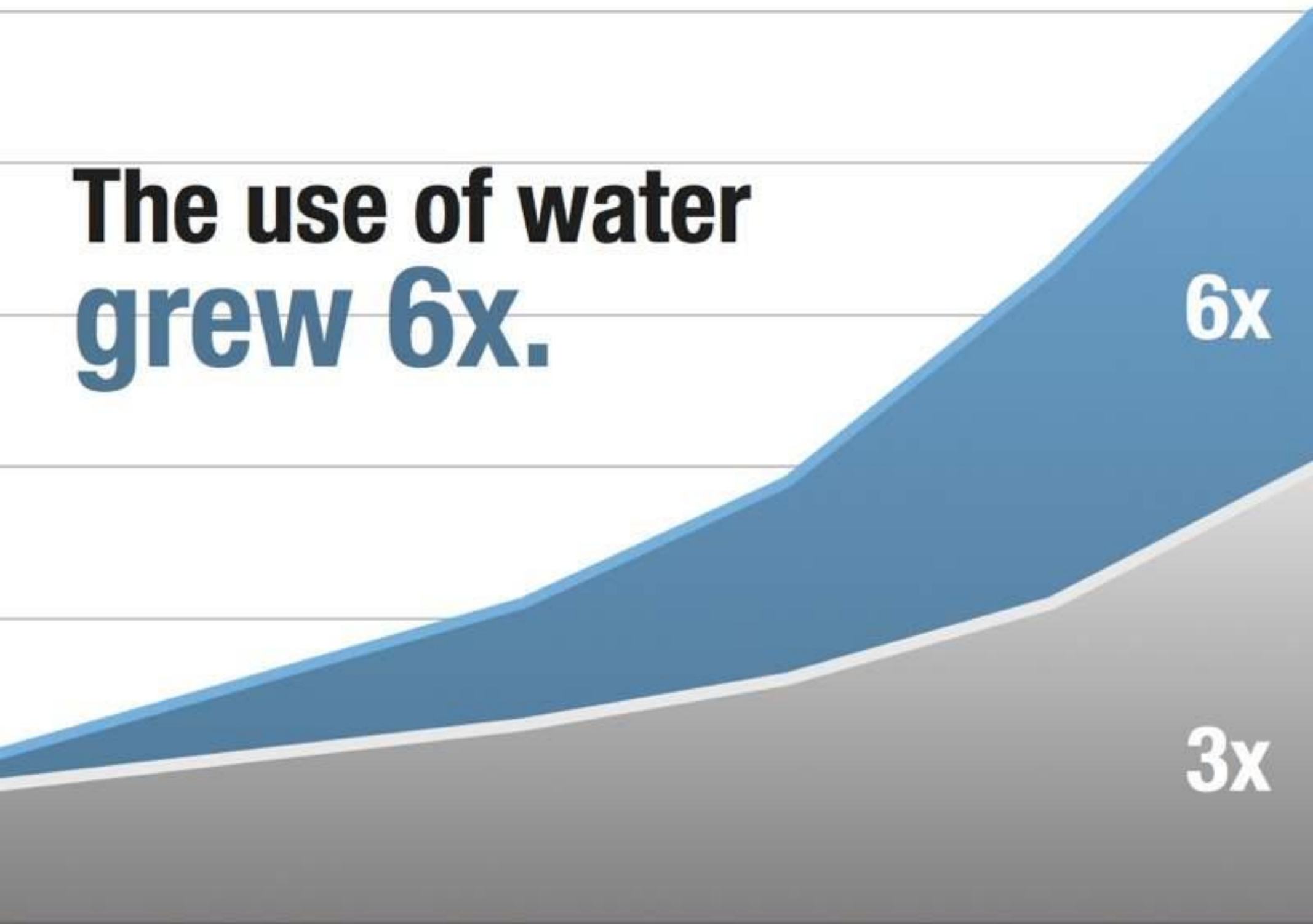
**In the 20th century
the world's population
tripled.**

3x

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

6x

3x



An aerial, black and white photograph showing a vast, dense crowd of people filling the entire frame. The individuals are packed closely together, creating a textured pattern 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, sepia-toned map of South and Southeast Asia. The map shows the Indian subcontinent, including India, Pakistan, and Ceylon (Sri Lanka). It also depicts the surrounding regions of Burma (Myanmar), Thailand, and parts of China and the Malay Peninsula. The map is detailed with numerous place names, including major cities like Calcutta, Madras, Bombay, Rangoon, and Singapore. The text 'As are India, Pakistan, and Egypt.' is overlaid in a large, bold, white serif font across the center of the map. The map's style is characteristic of early 20th-century cartography, with a focus on geographical details and place names.

**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