



FOR IMMEDIATE RELEASE – MARCH 18, 2015

**World Water Day
March 22, 2015**

(<http://www.unwater.org/worldwaterday>)

The UN Human Rights Council affirms the human right to safe drinking water.¹ **Now**, is the time for the world's governments to contribute to the provision of a regular supply of safe, accessible and affordable drinking water in sufficient quantity for 884 million more people.

On World Water Day 2015, ARCSA, as well as dozens of other organizations, wishes to strongly advocate for the use of rainwater: it must be considered as an important tool in efforts to minimize the water-related problems that already exist. Rainwater provides numerous benefits:

- Rainwater is a valuable resource that is underutilized. Its harvest and use can alleviate challenges related to water resources, potable, non-potable, and stormwater, and energy for pumping water.
- Local rainwater harvesting solutions enhance water security and provide important relief to households and communities. All around the world, rainwater infiltration, and collection, storage and use offer benefits for the environment, wildlife and humans, e.g. improved water quality and availability for urban areas, industry and agriculture.
- It is time for rainwater catchment to be included in the development plans of all governmental agencies as part of their integrated watershed management strategies.
- Introduction of the concept of rainwater management – maximizing rain's benefits as a vital resource while minimizing potential rain hazards – to curricula of technical schools and universities will bring future benefits to urban planning, architectural and agricultural projects.

¹ UNHRC Resolution A/HRC/15/L.14, September 30, 2010

See also: <http://www.arcsa.org/?page=145&hhSearchTerms=%22joint+and+resolution%22>

Through the national and international work of ARCSA's Board of Directors and its members, representing government, academia, trade groups, and industry, ARCSA is helping to promote a local and renewable water resource into general use, helping to create jobs, boost local economies, improve water quality of receiving waters, and reduce the dependence on shrinking municipal clean water supplies.

The mission of the 501(c)3 nonprofit American Rainwater Catchment Systems Association (ARCSA.org) is to promote sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater and energy challenges throughout the world. Harvesting rain does not diminish downstream supplies, but merely "borrows" it along the way.

ARCSA is gathering funds, experts and technical writers to create a national rainwater-harvesting manual and is soliciting tax-deductible donations. For more information, please contact Heather Kinkade, Executive Director ARCSA, at 512-617-6528 or info@arcsa.org.

&&&&