



MN AWWA Presents

"LET IT RUN!" A Special Media Kit for Utilities



Tools you can use to help customers understand and deal with frozen water service lines

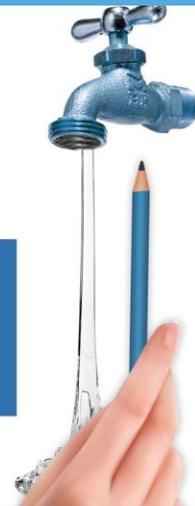
Minnesota water providers and customers are experiencing an unprecedented number of frozen water lines due to the cold winter. In a response to this growing emergency, Minnesota AWWA has developed a "MEDIA KIT" to assist in providing information to residents and businesses in your community.

Included with the media kit are audio and video PSA's, editable templates of bill stuffers, door hangers and social media images.

Please feel free to edit and add your municipality's logo. Please contact Patrick Shea, MN-AWWA Past Chair at pashea@mnawwa.org for questions or comments.

LET IT RUN!

TO PREVENT FREEZING, PLEASE
LEAVE A COLD WATER TAP
RUNNING AT A STEADY RATE OF
APPROXIMATELY 1/4 INCH
(WIDTH OF A #2 PENCIL)



[CLICK HERE TO ACCESS AND DOWNLOAD THE MEDIA KIT \(ZIP FILE\)](#)

Thank you for your commitment to providing drinking water to the people of Minnesota!

LET IT RUN!

Door Hangers and Bill Stuffers

Use the editable templates in the Media Kit to produce door hangers and bill stuffers to inform your customers about how they can help prevent frozen water lines



[CLICK HERE TO ACCESS
MEDIA KIT](#)



WATER SERVICE LINES ARE **FREEZING!**

<insert City logo>
Tell your neighbors!
STAY INFORMED!

REDUCE THE RISK OF FROZEN PIPES

Leave a cold water tap running at a steady stream of about 1/4 in.

- Leave the cupboard doors open under your kitchen and bathroom
- Do not turn your furnace below 55° F
- Shut off and drain the pipes leading to outside faucets
- Wrap foam insulation around pipes most susceptible to freezing
- Seal air leaks in your home and garage
- If you are away, have someone check your home regularly

PLEASE NOTE:
Running water may increase your water bill

Public Service Announcements (PSA's)

Share the :30 and 1:00 public service announcements about how 'letting it run' can help prevent frozen water lines. These links are to PSAs posted on YouTube. The links can be posted on utility websites or shared through social media.

[Freeze PSA - 1 minute - MN AWWA version](#)

[Freeze PSA - 30 second - MN AWWA version](#)



Social Media Images

MN AWWA's Media Kit also contains many images that can be used in social media outlets like Facebook and Twitter, so utilities using social media can quickly and effectively communicate with customers about how they can help prevent frozen water service lines.

[CLICK HERE TO ACCESS MEDIA KIT](#)

This kit has been developed and is made available to you by the Minnesota Section AWWA. If you have questions about the kit or materials, please contact Patrick Shea at pashea@mnawwa.org