

ses WATER EVERY DROP COUNTS

# BATTLING THE WATER MYTHS

Searching for the Truth in the fight to save water

ENTER 

## Prologue

**T**was the century 21st, a turbulent and testing time for Planet Earth. As populations grew and temperatures rose, the good and the wholesome came together to vanquish a common and cunning enemy.

The Earth's lifeblood – its water supply – was in the midst of a terrible tussle. From the wide, yawning oceans to the winding, flowing rivers, all the planet's people cherished and chased its magical qualities.

To share the water was to ensure everyone could live and prosper. But the enemy had different dreams – the Water Myths.

The Myths strived to spread a curse through the people. To make them think only of themselves and not of the good of the planet and everyone on it.

They slipped into thoughts and embedded themselves into beliefs. No-one was protected from the Myths – but the good people knew they could be conquered.



## Chapter I

**N**o-one is using the planet's water that fast," whispered the Myths. But the good people fought back with the most powerful weapon they had – the Truth.

**"Our planet's water demand has risen three-fold in the last half-century,"** chorused the Truth.

And the first blow to the Myths had been struck.



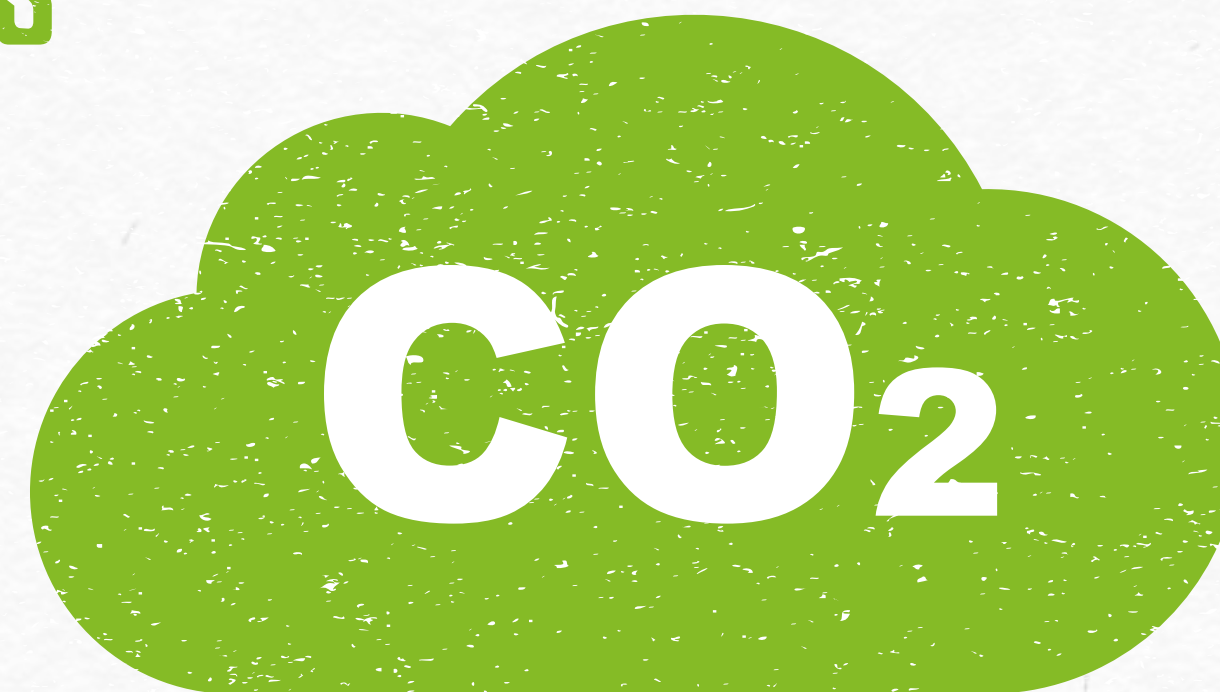
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**T**he Myths had plenty more in their armoury, though: “Water just goes around and around, there’s more than enough for everyone.”

But the Truth stood up once more: **“Most of the planet’s water is salty in the seas or frozen at the Poles. Our populations are growing fast and the rain and rivers are simply not enough.”**

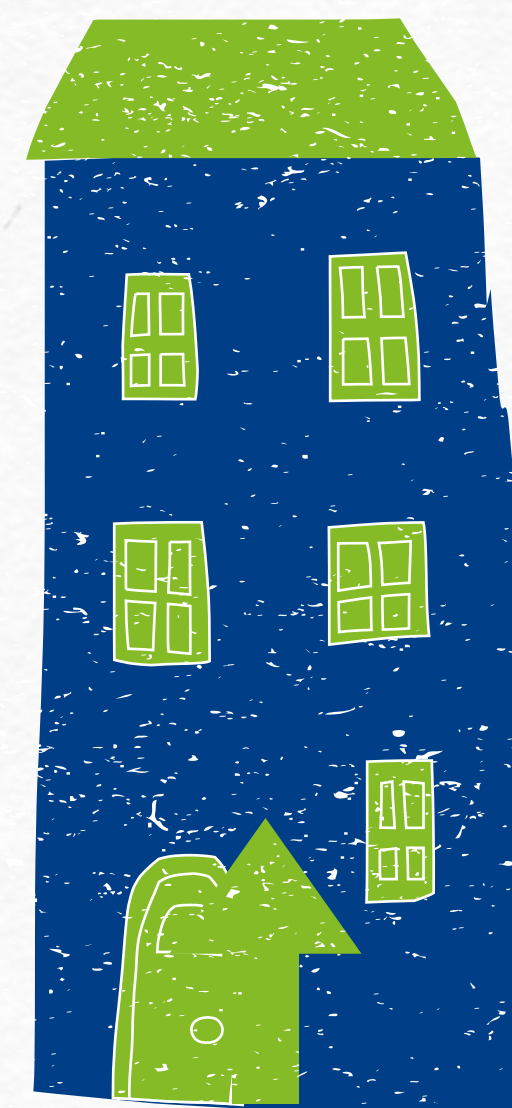


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o the Myths launched a new assault:  
“Saving water won’t help you in  
stopping these temperatures soaring.”

The Truth was angry – this was a  
sneaky and savage attack: **“Our water  
needs cleaning and sharing, as well  
as heating in our homes, and this energy all  
adds to our planet’s problems,”** it fumed.



## Chapter 2

**T**he Myths had been dealt a severe blow. The Truth was overcoming the devious deceptions about the planet.

But it would not be defeated. “The people care little about their homes and habitats,” it schemed. “Using water doesn’t have any effect on the creatures or rivers around you.”

The Truth had found its valiant voice, though, and was ready. **“Saving our water keeps all our wetlands and everything in them healthy, and our reservoirs full.”**



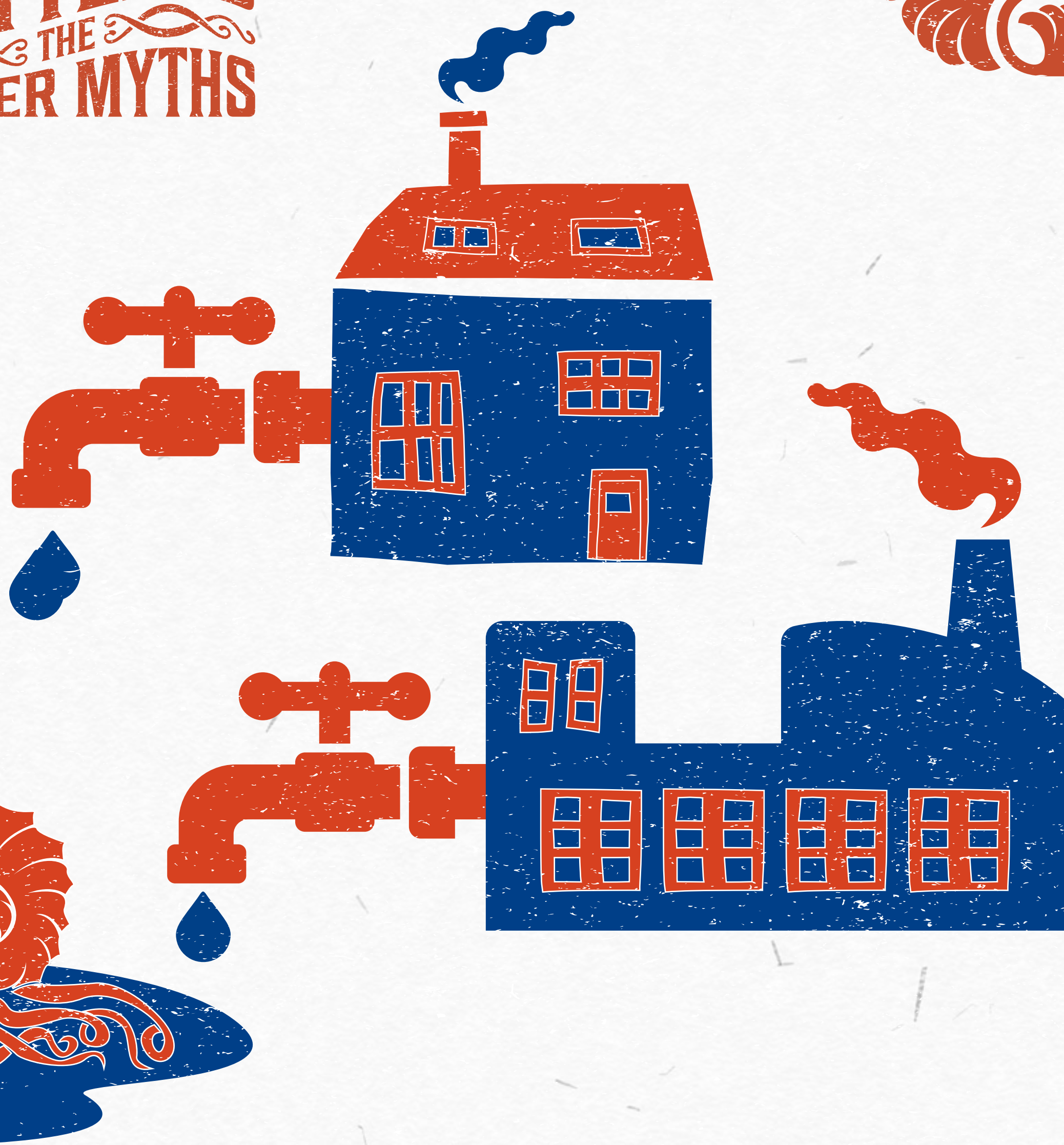
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ah, but people at home don't use as much water as the businesses. "They're the real villains," said the Myths.

But the Truth was now slaying everything the Myths could throw:

**"Every person uses 150 litres of water every day, our homes use 80% of the water."**



## Chapter 3

**T**he Myths were on their knees. The Truth was taking control of the planet and was now spreading its influence far and wide.

“Every person’s efforts, no matter how small, will add up to a big difference,” the Truth thundered.

And this time the Myths had no answer.

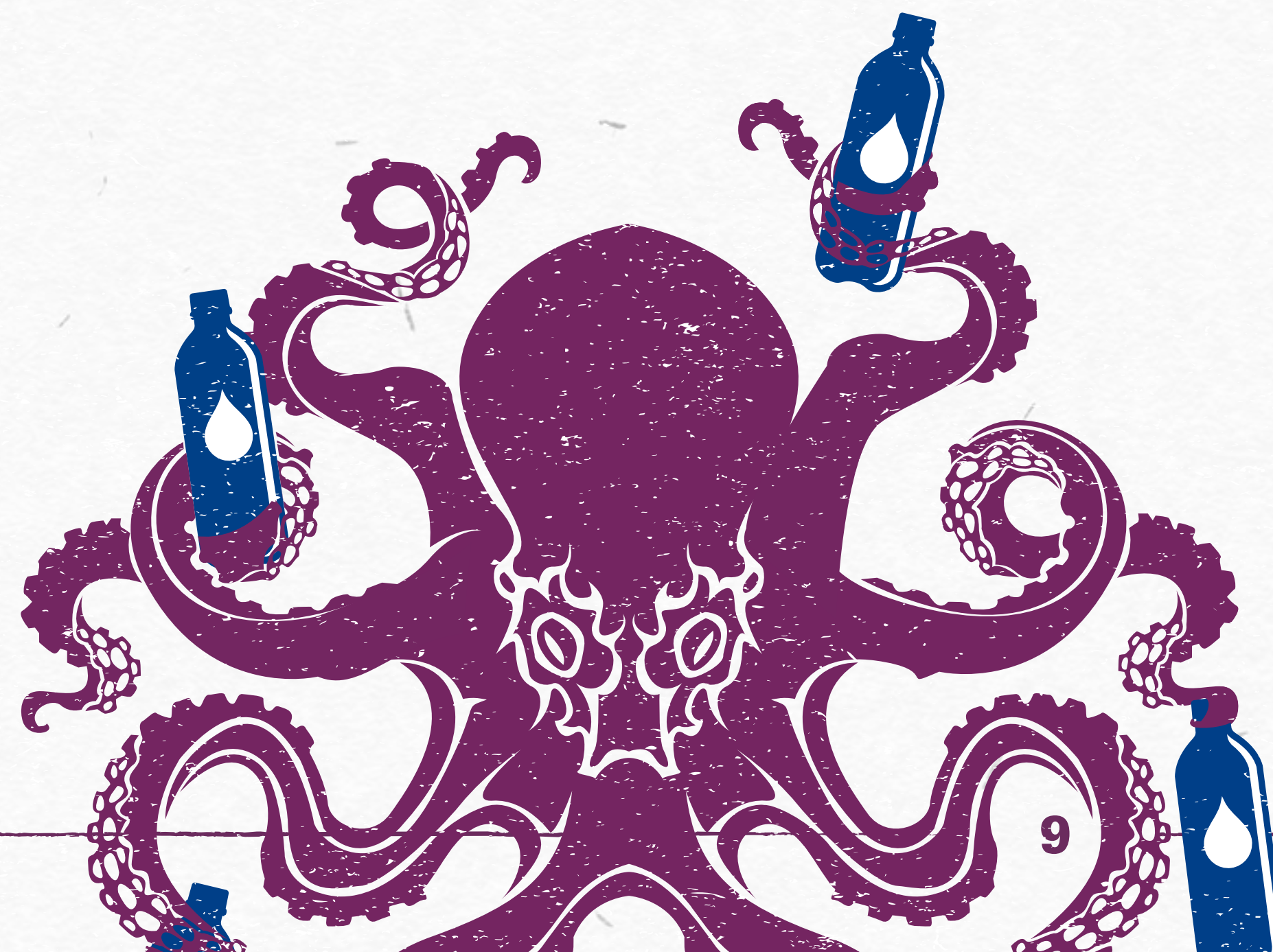




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**S**hort showers, not baths. Dishwashers, not hand-washing. No bottled water. Water-saving devices.”

There was no stopping the Truth as it trampled over the Myths’ desperate attempts to silence it.



## Epilogue

**T**he Truth had won out. The Myths were no more. And the planet and the people were kinder, happier and much stronger together.

The Battle had been won. And Planet Earth's water was being protected by the people once more.



## You've helped conquer the Water Myths

Now join the tribe of people saving water by:

- Using our [GetWaterFit calculator](#) to save water and money
- [Reporting a leak](#)



Find out more about the Truth of water use and supply at

[seswater.co.uk/getwaterfit](http://seswater.co.uk/getwaterfit)

 **READ AGAIN**