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...
...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 water crisis is looming.
Our water sources are under pressure.
In the 20th century the world's population tripled.
The use of water grew 6x.
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.
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.
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