

A close-up photograph of a clear glass 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 visible at the top of the glass. The background is a soft, light blue gradient.

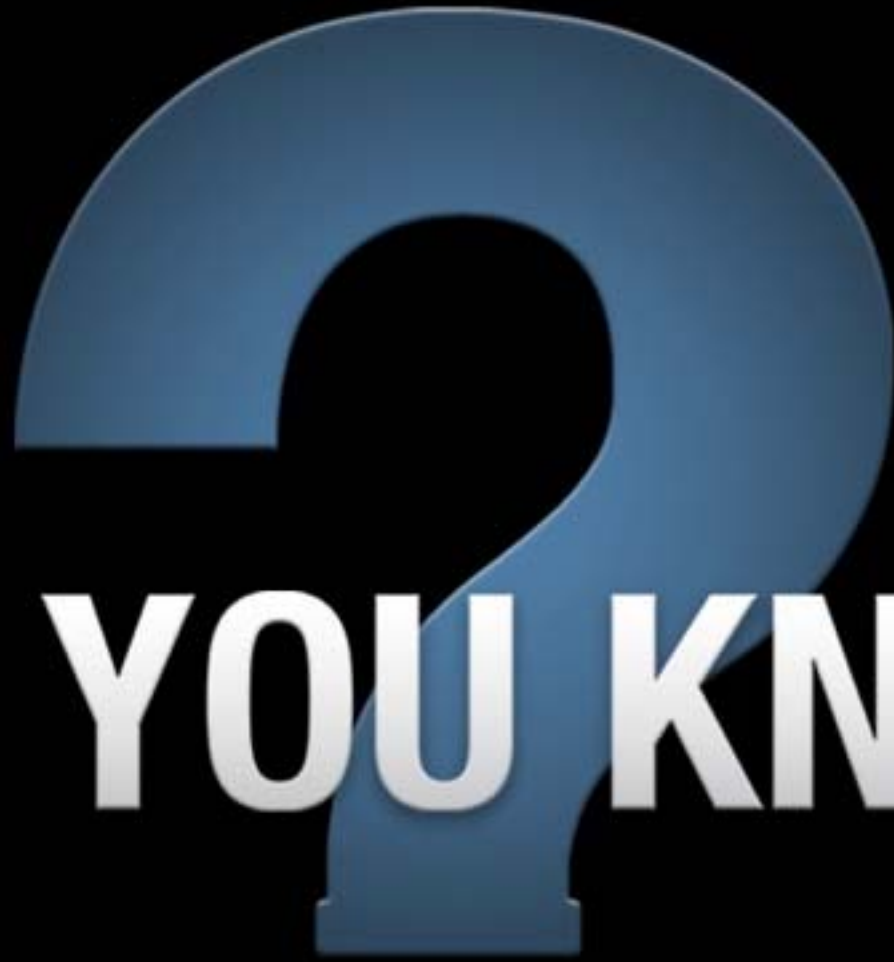
THIRST

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...

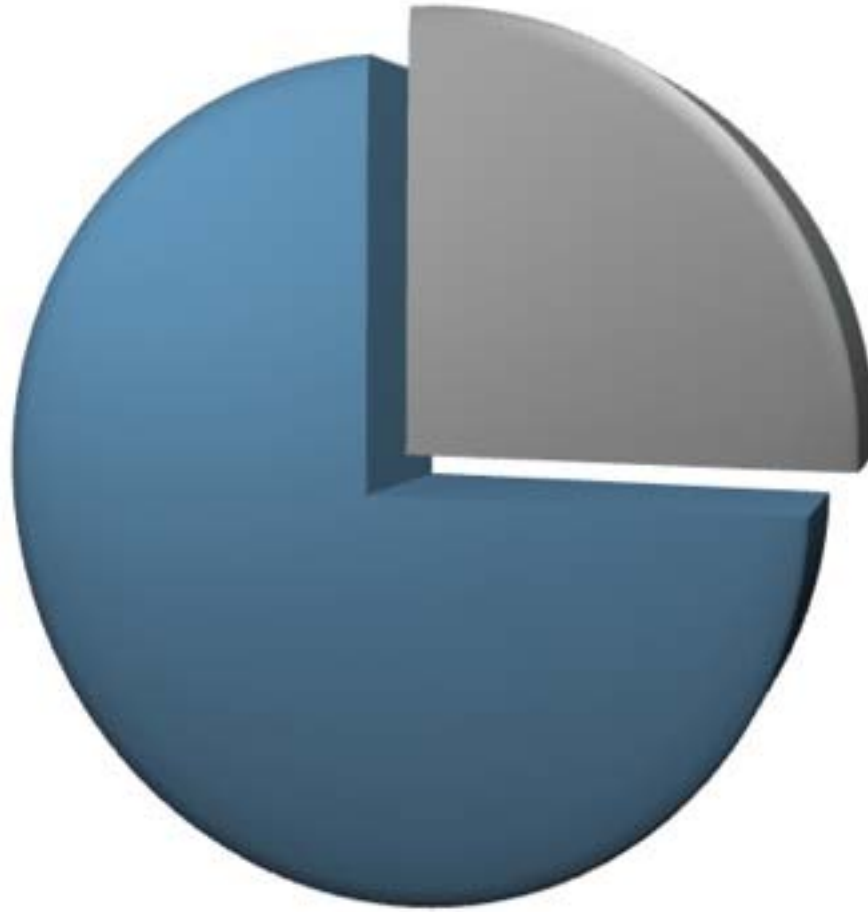
Less than 0.007%
of all the water on Earth
is available
to drink.





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. The toilet is the central focus, with its tank and bowl visible. To the right, a portion of a white bathtub is visible. The text "...is used to flush toilets." is overlaid on the right side of the image, with "...is used to" in black and "flush toilets." in blue.

**...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 severely cracked, with deep, dark fissures forming a complex, irregular pattern across the entire surface. The cracks vary in width and depth, some being very narrow while others are more pronounced. The overall appearance is one of extreme aridity and drought. In the top right corner, there is a small, sparse tuft of dry, yellowish-brown grass.

A water crisis is looming.

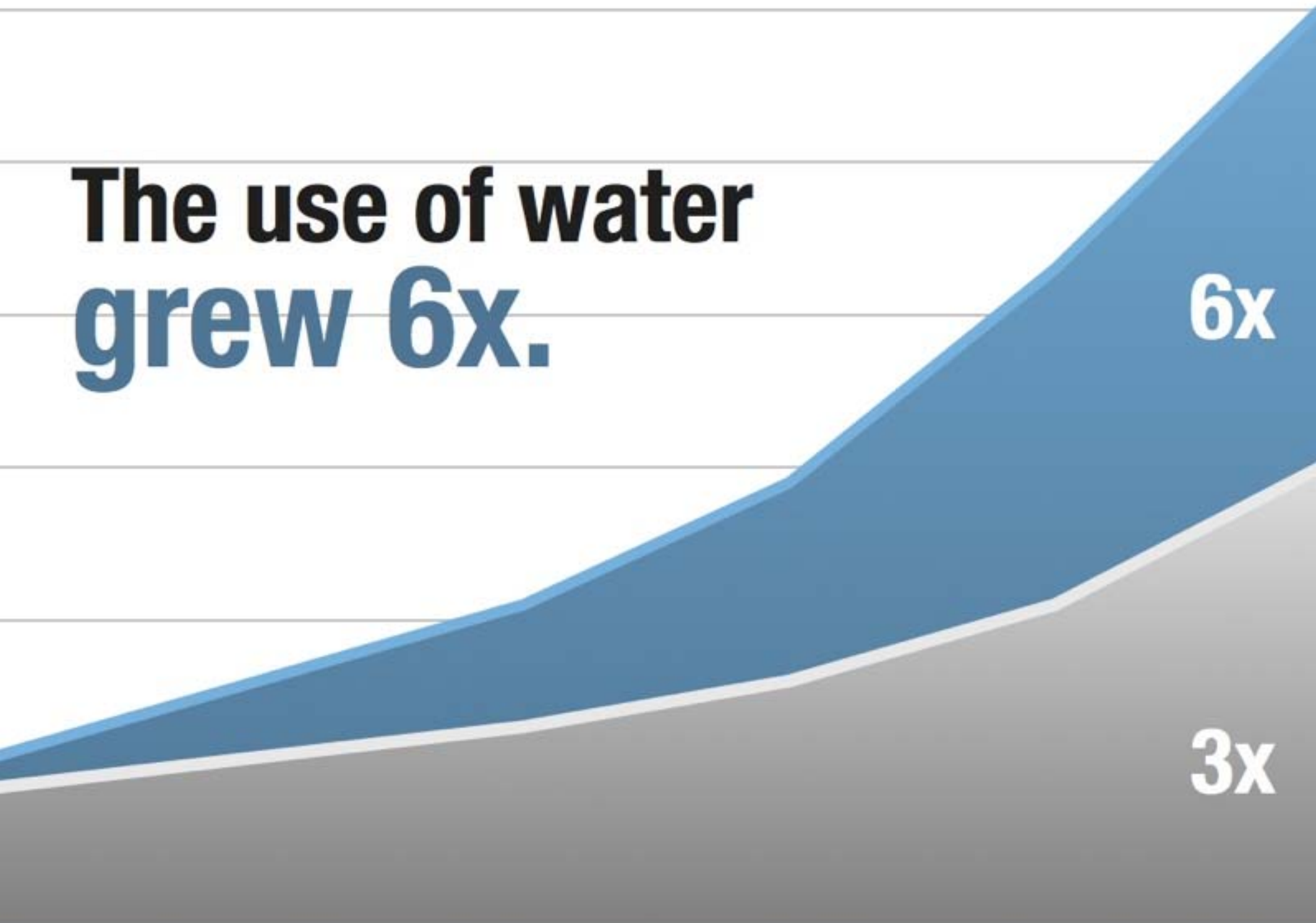


**Our water sources
are under pressure.**

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

3x

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





**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-style map 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 map.

**Central Florida could
run out in less than 5.**



DID YOU KNOW



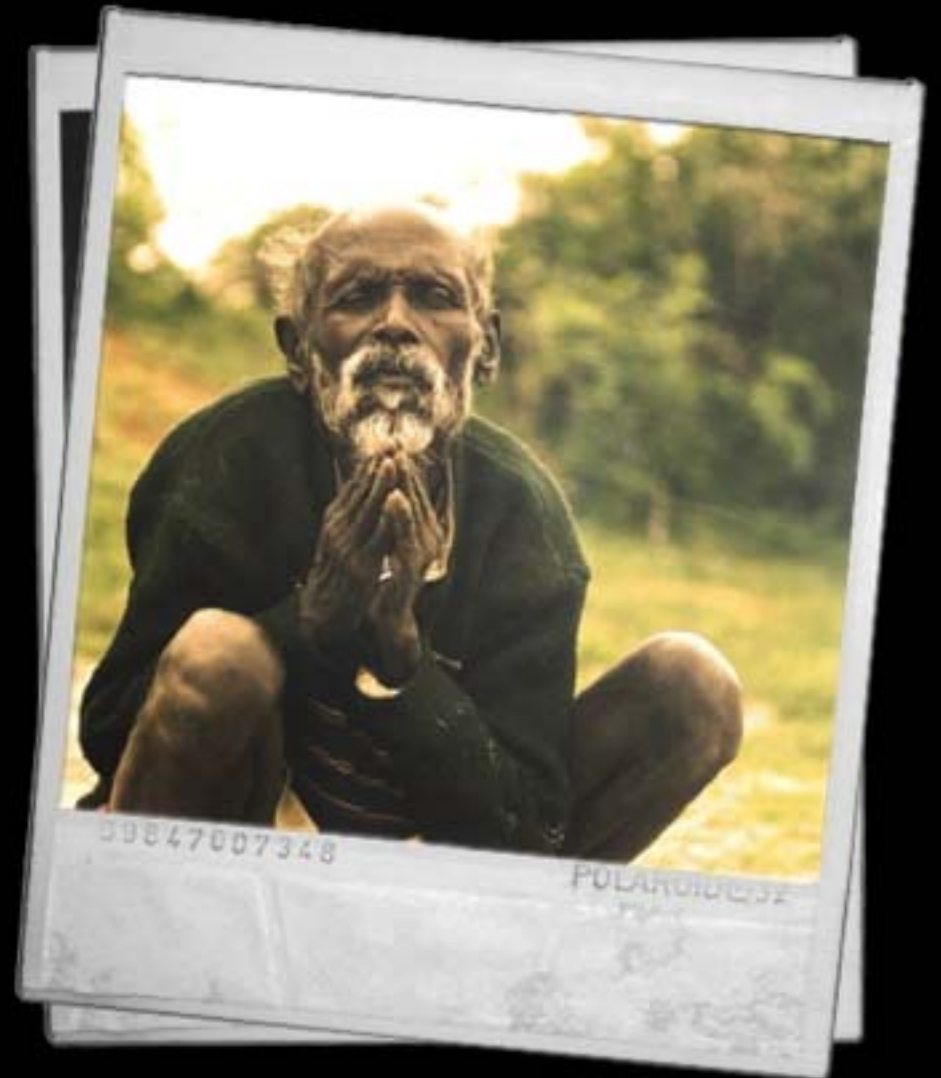


**Millions of people in the
world live on less than
3 gallons each day.**



**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.**

UNITED STATES

NORTHERN CHINA

**Due to over-pumping,
the groundwater in several
countries is almost gone.**

IRAN MEXICO

INDIA PAKISTAN



**Depleted aquifers lead to
cutbacks in grain harvests...**



...which lead to more food shortages and higher prices.

The background of the image features a dark red field with several yellow, five-pointed stars of varying sizes, arranged in a pattern similar to the flag of the People's Republic of China. The stars are semi-transparent, allowing the text to be clearly visible over them.

**China is already developing
large grain deficits.**

A historical map of South and Southeast Asia, showing the Indian subcontinent, the island of Sumatra, and the Malay Peninsula. The map is color-coded and includes numerous place names and geographical features. A large white text overlay is centered on the map.

**As are India, Pakistan,
and Egypt.**

A photograph of a vast field of harvested corn stalks. The stalks are dry, yellow, and brittle, standing upright in rows. The ground is dark and appears to be covered in dry leaves and chaff. The overall scene conveys a sense of drought and agricultural hardship.

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.**



A close-up photograph of several vibrant green leaves. The leaves are covered in numerous small, clear water droplets of varying sizes, which catch the light and create a sparkling effect. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting. The overall mood is fresh, clean, and natural.

**Use less.
Save more.
Advocate always.**



NOW YOU KNOW



THIRST

Presentation design by:

Jeff Brenman of Apollo Ideas

Sources of content:

www.apolloideas.com/thirst



www.apolloideas.com