

LIVE

LIKE

YOU

LOVE

IT



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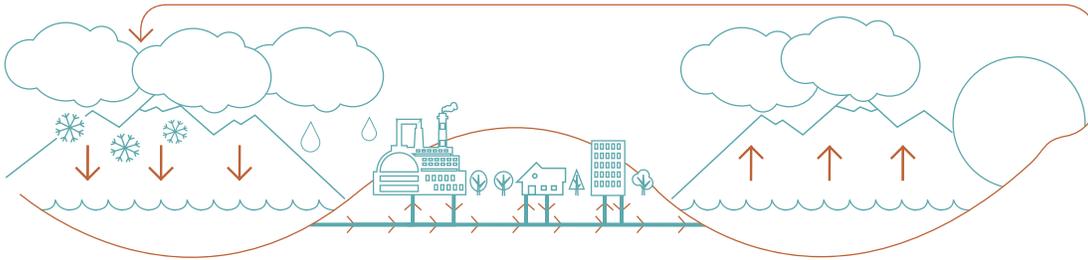
COLORADO WATER LIVE LIKE YOU LOVE IT

COLORADO WATER IS VERY POPULAR • That's because a lot of people depend on it. The snow that falls in the Colorado Rockies not only provides water to about 5 million Coloradans, but also to people living in 18 other states. Colorado is the only state other than Hawaii where water flows out of its borders, but doesn't flow in.

COLORADO WATER IS VALUABLE • Snow provides the swoosh to our skiing and rivers give the splash to our rafting. Water keeps us alive, grows our food and keeps our landscapes healthy. We need it to run our businesses, as well as for sanitation and safety. The environment—wildlife, trees and plants—depends on it, too.

WATER RE-CYCLE CYCLE • All the water that we have—and ever will have—already is on the planet. The water cycle is a massive recycling process.

Here in Colorado, it begins with mountain snow. Most of the water we use comes from the snowfall in the Rocky Mountains, which acts like a frozen reservoir. Spring runoff from the snow feeds our streams, rivers, lakes, groundwater and reservoirs—starting points for the West's water supply. This precious resource is then treated, used and returned to evaporate into snow and rain again.



Water is limited, but the need for it keeps growing. Colorado's population is projected to grow by 5 million people by 2050. Water is something none of us can live without.

WHAT CAN YOU DO TO LIVE LIKE YOU LOVE IT?

CONSERVE: Conserving water and using water efficiently must be our way of life, not just a response to drought. Everyone who uses water—including farmers, consumers, businesses and recreators—has reasons to use water efficiently. Small changes in our daily lives can lead to significant savings.

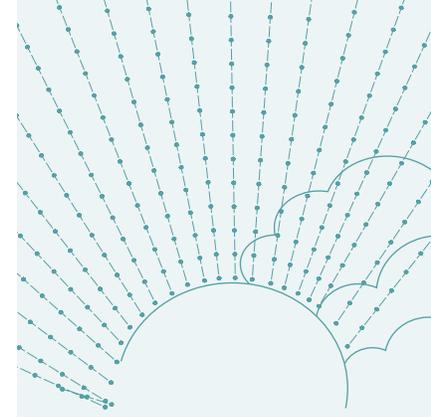
CARE: Because we live in the state where water originates, Coloradans enjoy some of the best water in the country. Let's keep it that way. Whatever you put on your lawn, driveway or park can end up in your water supply. Simple measures like picking up after pets, and using pesticides and fertilizers sparingly, help our water quality.

COMMIT: Compared to other expenses—mobile phones, Internet, cable television, food—water is a pretty good deal. Most consumers only pay around a half of penny per gallon for the water coming out of their tap. However, aging infrastructure, rising energy costs, climate change and the need for new water projects to meet a growing population all will contribute to the cost of water increasing. As demand for water increases, solutions to complex water issues will need to be crafted. Commit to learning more about your community's water supply at

LIVE LIKE YOU LOVE IT.



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WHO USES WATER IN COLORADO



86%

Agriculture

(irrigating crops, livestock watering)



7%

Cities

(household use, landscape watering, fire suppression, pools, etc.)



3%

Recreation and in-stream flows

(fish hatcheries, wildlife refuges, boating and fishing, water left in streams for healthy habitat)



2%

Businesses, industrial and institutional

(manufacturing, air conditioning, indoor plumbing, outdoor irrigation, power generation)



2%

Replaced for groundwater and shallow aquifers



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