

## What's in your beer? Local breweries to promote “Imagine a Day without Water” with askHRgreen.org, Oct. 19



(Hampton Roads, Va., October 2, 2023) – What’s in the beer you’re sipping? Malts, hops, yeast and 99 percent water, according to Seth Caddell, co-owner of [Coastal Fermentory](#) in Newport News. This month, he and other select Hampton Roads breweries are partnering with askHRgreen.org to encourage their patrons to *not* take this key ingredient for granted when enjoying a beer—or coffee, tea and other libations—on “Imagine a Day

Without Water,” October 19.

A national advocacy and awareness promotion, IADWW addresses the importance of maintaining the water and wastewater systems that bring a steady flow of H<sub>2</sub>O to and from homes, businesses, schools, hospitals and emergency operations.

“Our brewers are passionate about great beer, and one of the key ingredients is great water,” said Caddell. “Water source is one of the key things we consider when creating a recipe; it shapes the beer at its very foundation. A day without water, unfortunately, would be a day without beer.”

Establishments that sign on to the local IADWW campaign will receive free specially branded pint glass koozies to distribute to patrons during the special event. In addition, they will receive a branded cooler bag that askHRgreen.org is providing to participating breweries for a special giveaway.

“From brewing craft beer, to washing laundry and brushing your teeth, water is the foundation of our quality of life in Hampton Roads,” said Katie Cullipher, an [askHRgreen.org](#) team leader. “This is a light way to get across a serious message—that we shouldn’t take water for granted.”

### **Municipal Systems that Support Water**

Collecting, storing, treating and bringing water to and from homes and commercial enterprises (including breweries), is the job of the region’s municipal utilities and Hampton

Roads Sanitation District (HRSD). These public water systems are supported by 12 drinking water treatment plants with over 50 wells and 21 reservoirs storing over 34 billion gallons of water. Once all this water is used, more than 1,500 pump stations carry sewage to the 10 wastewater treatment plants across the region. These two systems keep the region's 17 cities and counties humming, from hotels to hospitals, factories to power plants, and carwashes to aquariums.

"While our region's water and wastewater systems may be out of sight, they should not be out of mind," Cullipher said. "They work 24 hours a day, 365 days a year to bring clean water to us and take sewage away to be treated before it is released safely back into the environment."

The list of participating breweries, and a sign-up area for breweries that want to register, is available at <https://askhrgreen.org/withoutwater/>. In addition to frequenting one of these breweries on October 19, Hampton Roads residents can adopt these smart water practices:

- Use water wisely at home by:
  - Checking for leaky faucets and toilets
  - Turning off the faucet when brushing your teeth
  - Washing only full loads of dishes and laundry
  - Taking shorter showers
  - Flushing only your personal business down the toilet to avoid backups (no wipes, paper towels, cat litter, hygiene products)
  
- Keep local waterways clean by:
  - Picking up after your pet
  - Not over fertilizing your lawn
  - Not feeding ducks, geese or other waterfowl
  - Pumping out your boats at an approved pump out station

For more tips on all things green in Hampton Roads, visit [askHRgreen.org](https://askhrgreen.org).

**About askHRgreen.org** [askHRgreen.org](https://askhrgreen.org) is your go-to resource for all things green in Hampton Roads – from recycling tips and pointers for keeping local waterways clean to water-saving ideas and simple steps to make local living easy on the environment. Launched in 2011, the region-wide public awareness and education campaign is administered through the Hampton Roads Planning District Commission and powered by the following members: The cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield; and HRSD. Like

askHRgreen.org on [Facebook](#), follow on [Twitter](#) and [Instagram](#), tune in to [YouTube](#) and catch the “Let’s Talk Green” [blog](#), written by a team of local experts.

**Media Contacts:**

Katie Cullipher, HRPDC Principal Environmental Education Planner

(757) 420-8300; [kcullipher@hrpdcva.gov](mailto:kcullipher@hrpdcva.gov)

Elizabeth Evans, Red Chalk Studios

(757) 705-7153; [elizabeth@redchalkstudios.com](mailto:elizabeth@redchalkstudios.com)