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## **For Immediate Release**

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## **Birmingham Water Works WaterBoy Initiative Promotes Hydration**

Birmingham, AL – August 1, 2023 - Birmingham Water Works (BWW) *WaterWorks WaterBoy* initiative is back! This annual program encourages individuals engaged in various physical activities, be it sports or fitness, to prioritize staying hydrated with water. High school students participating in sports teams, marching bands, and spirit squads will engage with Birmingham Water Works across five county service areas.

### **The initiative officially kicks off Tuesday, August 1, 2023 at the stadium of Center Point High School at 3:30pm with their football team.**

According to the National Collegiate Athletic Association (NCAA), maintaining adequate hydration levels before, during, and after physical activity is crucial for the safe and healthy participation of student-athletes in sports. Intense exercise, coupled with hot and humid weather, can significantly impact an athlete's performance and increase the risk of exertional heat injury.

“Our WaterBoy initiative recognizes the significance of hydration in supporting optimal performance and creating awareness about its positive impact on overall well-being,” says BWW Public Relations Manager Rick Jackson. “This effort provides a valuable opportunity to directly engage with young athletes and impart knowledge.”

Participants in the program are encouraged to make water their beverage of choice, emphasizing its benefits in maintaining hydration levels, regulating body temperature, and supporting physical endurance. Hydration tips and guidelines are shared to educate individuals on how to stay adequately hydrated before, during, and after their workouts or physical activities.

As the initiative continues to evolve, WaterWorks WaterBoy remains committed to its mission of promoting hydration awareness and encouraging active individuals to prioritize their well-being. For the next several weeks, BWW staff will continue visiting athletic teams throughout the service area to instill the habit of proper hydration; the initiative aims to empower athletes and fitness enthusiasts alike to reach their full potential, both on and off the field.



For more information about the Water Works WaterBoy initiative, please visit [www.bwwb.org/community/waterboy](http://www.bwwb.org/community/waterboy).

**About Birmingham Water Works:**

Founded in 1951, Birmingham Water Works (BWW) serves nearly 770,000 people in Jefferson, Shelby, Blount, St. Clair, and Walker counties. The BWWB operates four filtration plants, a certified testing laboratory, and has more than 4,000 miles of pipe in its distribution network; it ranked among the top five water systems in the United States.