THERE'S A STORY IN EVERY GLASS OF WATER

The science, engineering, history, and people who work hard to produce this essential resource. In Louisville, the water that's delivered to your faucet everyday has a name – Louisville Pure Tap™. In 1997, Louisville Water became the first (and to date, the only) drinking water utility to trademark tap water. We gave our water a name to reinforce the quality and value of the drinking water, which most people take for granted.

After polling hundreds of residents and business owners, Louisville Water learned many see Pure Tap as a point of pride for our local community. Using their comments as a guide, we've given Louisville Pure Tap™ a refreshed look and launched a campaign to encourage residents and visitors alike to "Drink Like a Local" and share their local pride in our award-winning water.

SO, WHAT DOES IT MEAN TO DRINK LIKE A LOCAL?

- You always have access to safe, high-quality water straight from the faucet. Pure Tap undergoes 200+ dial tests and exceeds Environmental Protection Agency standards.
- You've got great taste! Pure Tap was twice voted the Best Tasting Tap Water in America by the American Water Works Association and outshines bottled water in blind taste-tests.
- You are saving the earth. By choosing to fill up at the tap, you reduce the need for single-use plastic bottles and help preserve our planet for generations to come.
- You can fill up all around town. There are more than 70 water bottle refill stations around the city. Fill up at the airport, Louisville Zoo, Lynn Family Stadium, University of Louisville and many more places.
- You save money. Did you know that bottled water costs over 1,500 times more than tap water? When you choose Pure Tap, you put money back in your pocket.

Are you a proud Pure Tap™ enthusiast? We'd love to hear from you! Tag us @LouisvilleWater and use the hashtag #PureTapProud to share your local pride and show us how you're staying hydrated. You could win our "Drink Like a Local" t-shirt!

PURE TAP
Louisville Water ™

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QUALITY WATER
FRESH FROM
THE FAUCET
LOUISVILLE
DRINK LIKE A LOCAL