

A close-up, low-angle shot of a clear glass filled with water. The word "THIRST" is written in large, bold, blue capital letters across the middle of the glass. The water level is just below the rim. The background is a soft, out-of-focus 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.**

A wide-angle photograph of a majestic glacier valley. In the foreground, dark, jagged rock formations are partially covered in snow. A massive, flat expanse of white ice fills the middle ground, stretching towards the base of towering, snow-dusted mountains. The sky is filled with heavy, grey clouds, with bright light breaking through in the center, creating a dramatic silhouette effect on the peaks. The overall tone is cold and awe-inspiring.

**(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. A white bathtub is visible on the right. The text "...is used to flush toilets." is overlaid on the right side of the image. The word "flush" is in blue, while the rest of the text is in black.

**...is used to  
flush toilets.**

**One toilet flush  
uses 3 gallons**



**A single load of laundry:**  
**40 gallons**



A close-up photograph of a modern, dark-colored showerhead. Water is spraying out from the multiple nozzles at the bottom of the showerhead, creating a dense curtain of water droplets. The background is a solid, dark brown color.

**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, brown soil. The ground is covered in a network of deep, dark, irregular cracks that form a mosaic-like pattern. The soil has a fine, granular texture. In the upper right corner, there is a small, dry, brown clump of grass or weeds.

**A water crisis is looming.**



**Our water sources  
are under pressure.**

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

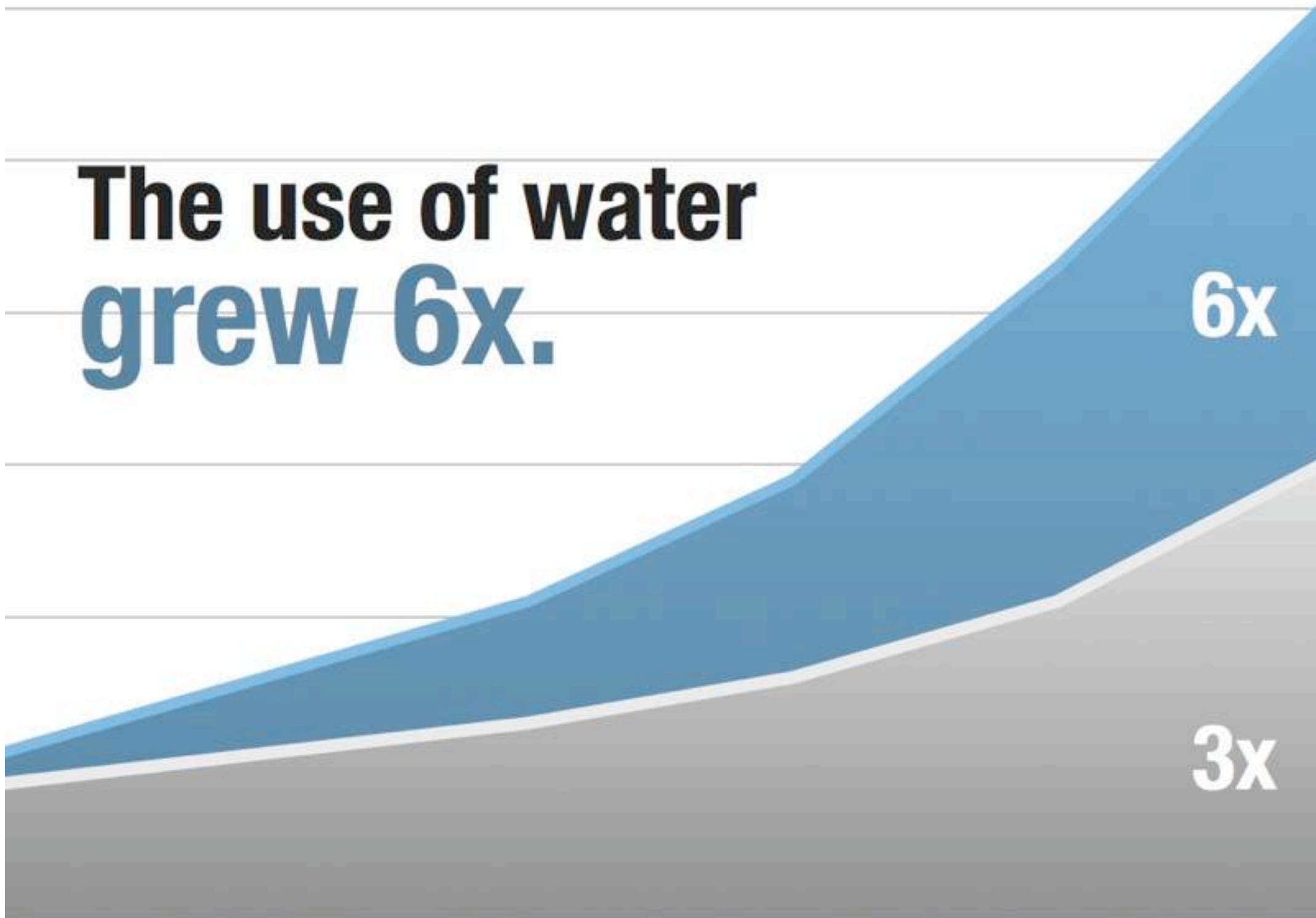


**3x**

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

**6x**

**3x**




An aerial photograph showing a vast, dense crowd of people filling a large open area. The individuals are packed closely together, creating a textured sea of heads and shoulders.

**By mid-century,  
there will be an additional  
3 billion people.**

An aerial photograph of a large crowd of people, similar to the top image but with slightly more visible individual figures. The crowd is spread out across a wide, flat area, with people walking in various directions.

An aerial photograph showing a vast, dense crowd of people filling a large open area. The individuals are packed closely together, creating a textured pattern of heads and shoulders.

**Most will be born in countries  
already experiencing  
water shortages.**

Another aerial photograph of a large crowd of people, similar to the top image but with slightly more visible individual movement and spacing. The crowd is spread out across a wide, flat area.

The background is a dark blue gradient with several horizontal white lines. A large, light blue triangular shape is positioned on the right side, pointing towards the top right corner. A diagonal white line runs from the bottom left towards the center. The text is centered in the middle of the image.

**What will that mean  
for water use?**

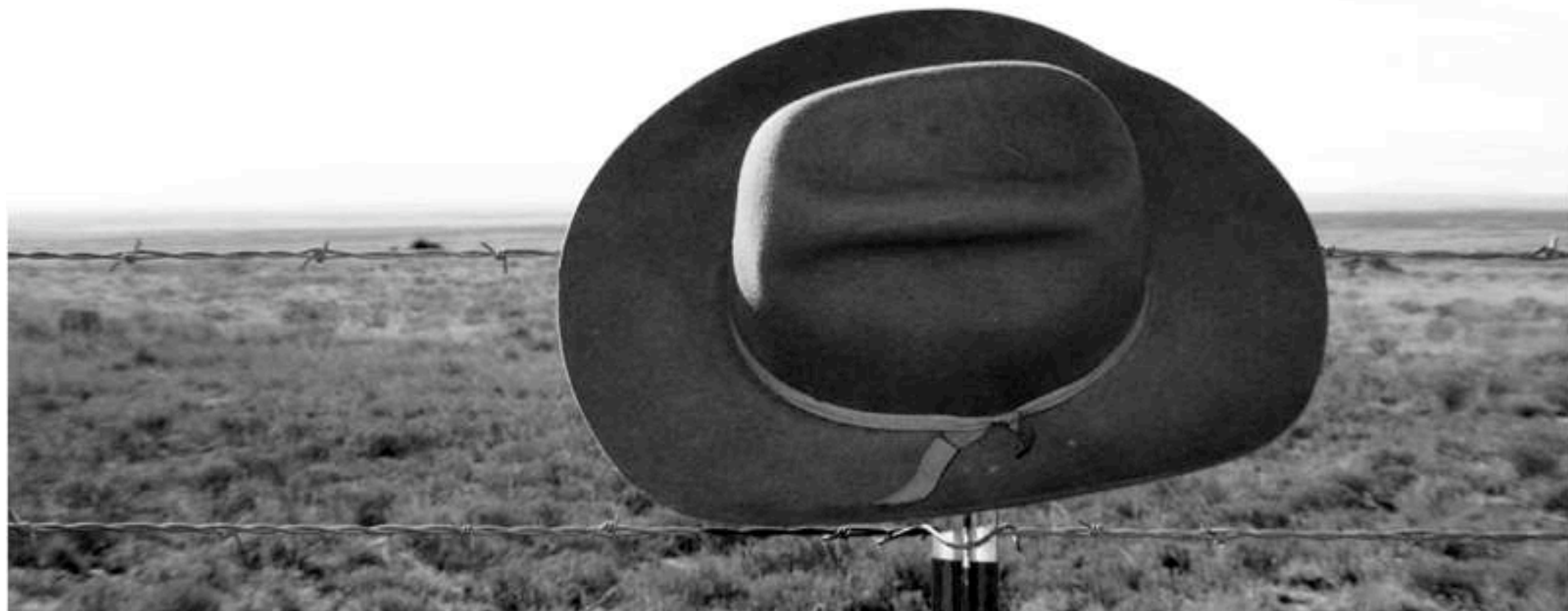
**The Los Angeles basin  
can support about  
1 million people  
with its own water.**



**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 image of the state 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 image, over the Gulf of Mexico.

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

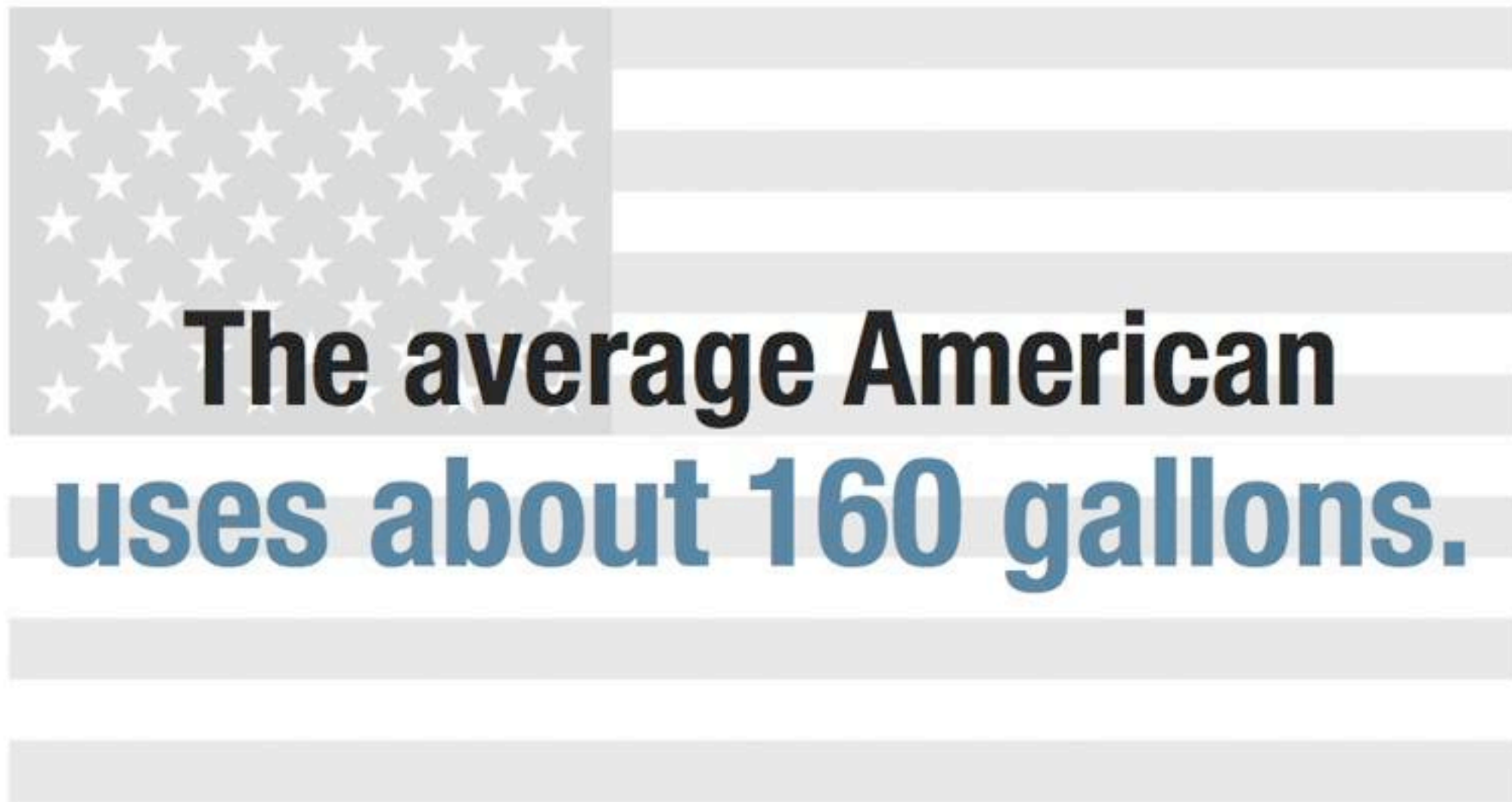


**DID YOU KNOW**



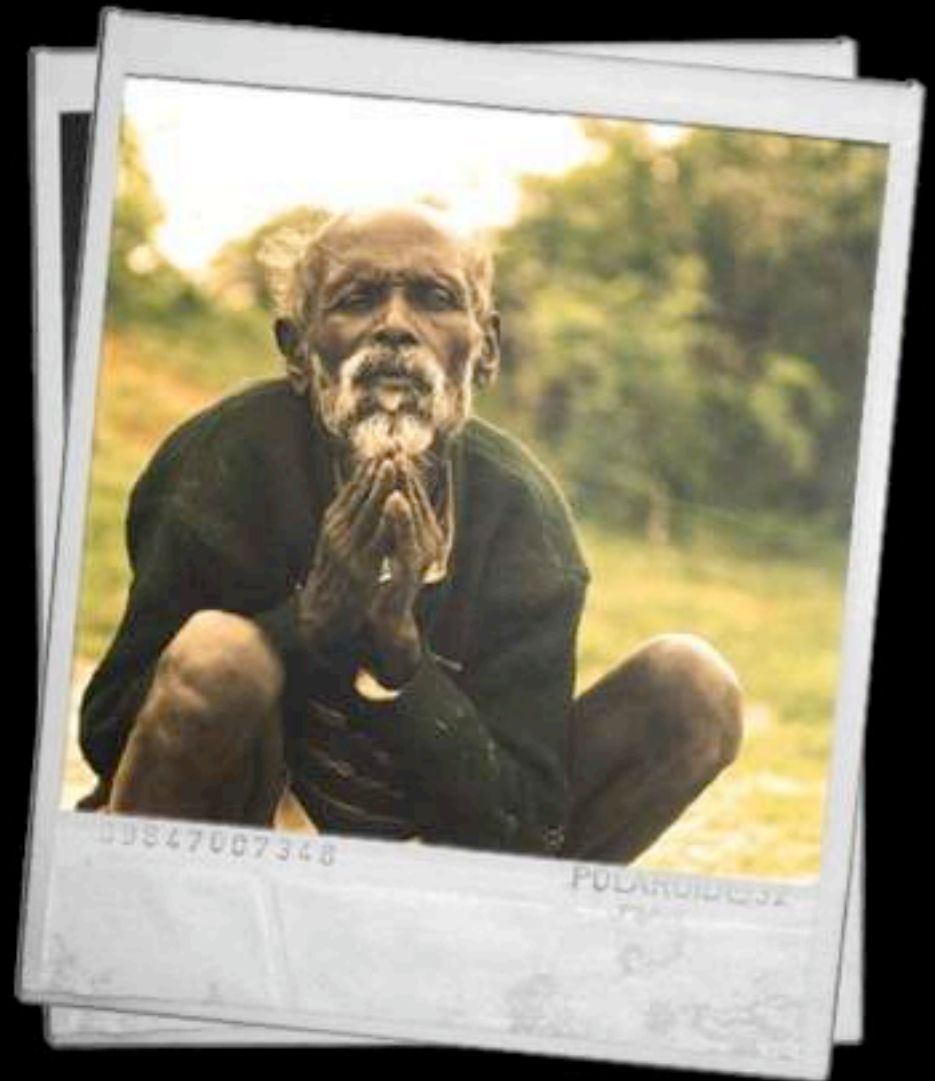


**Millions of people in the  
world live on less than  
3 gallons each day.**



**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.**



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

A vintage, slightly faded map of South and Southeast Asia. The map shows the Indian subcontinent, including India, Pakistan, and Ceylon (Sri Lanka). It also depicts the surrounding regions of Burma (Myanmar) and Thailand. The map is color-coded with various shades of green, yellow, and brown. Numerous cities and geographical features are labeled in English. Overlaid on the map is the text 'As are India, Pakistan, and Egypt.' in a large, white, sans-serif font. The text is positioned in the upper left quadrant of the map, partially covering the Indian subcontinent and the Arabian Sea. The map's perspective is slightly angled, giving it a three-dimensional appearance.

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



**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.**





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



**NOW YOU KNOW**

A large, clear water droplet is centered against a solid black background. The droplet is teardrop-shaped with a sharp point at the top and a rounded bottom. It has a bright highlight on its left side and a darker shadow on its right, giving it a three-dimensional appearance. Overlaid across the middle of the droplet is the word "THIRST" in a bold, white, sans-serif font. The letters are slightly transparent, allowing the droplet's texture to be seen through them.

**THIRST**