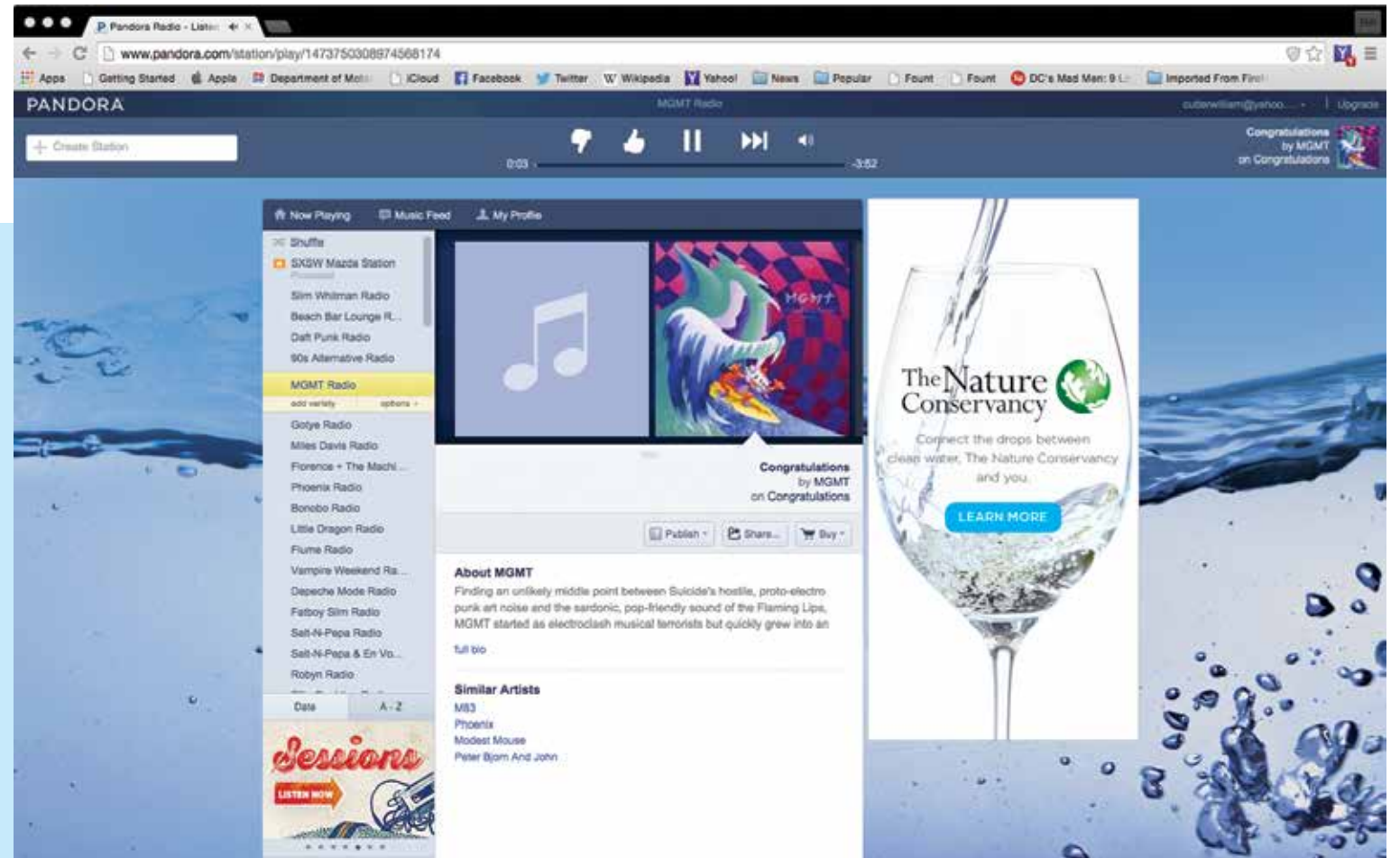




A GOOD YEAR FOR WATER // JULY 2015



(SFX: Pop! of a cork / Glug-glug of pouring)

Joe: Cheers! (Gulp) Wait a minute, this is water.

Bob: Not just any water. This is a 2015 Pocomoke River Reserve from The Nature Conservancy Estates. Notice the clean finish and hints of thriving wildlife and Eastern Shore crabs. Take another sip.

Joe: Mmm. Wait, do I sense sailing on the Bay and innovative ways of working with farmers and industry?

Bob: Nice palette skills, Joe! Yes, The Nature Conservancy is incredibly productive when it comes to making every year a good year for water in the DC area.

Joe: I'll drink to that.

Ann-cr: Connect the drops between clean water, The Nature Conservancy and you. Learn more at nature.org.



## "The Nature Conservancy Rack"

Tom: So, what do you think of my new jeans? I got 'em straight off The Nature Conservancy rack.

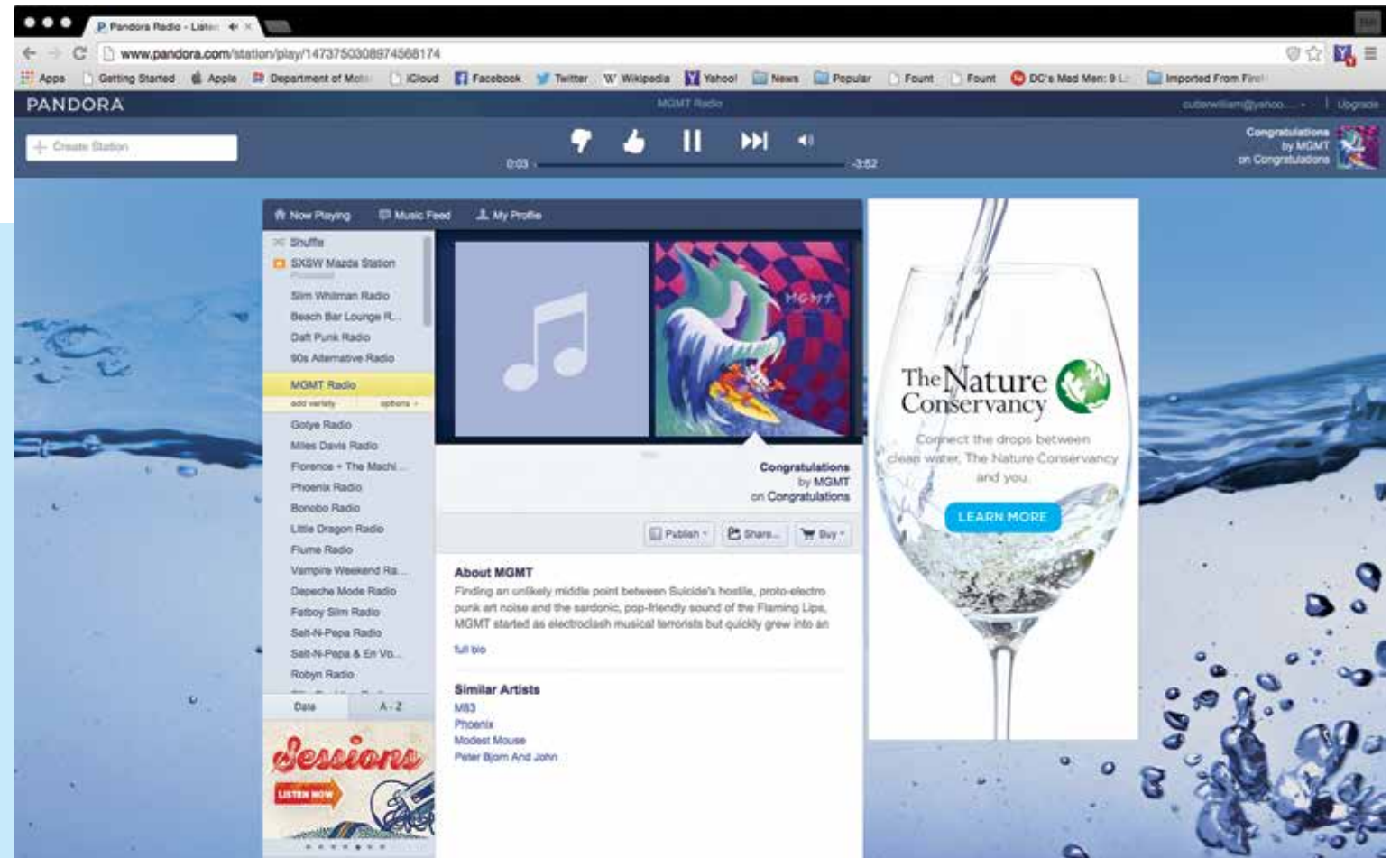
Shirley: The Nature Conservancy makes jeans?

Tom: Well, they didn't actually make them, but their scientists are always finding innovative solutions in the DC area and around the world to conserve water...in this case during cotton production. Otherwise, it takes up to 2,900 gallons of water to make one pair of jeans.

Shirley: You're making environmental responsibility look downright sexy.

Tom: Yeah, it's a gift.

Anncr: Connect the drops between clean water, The Nature Conservancy, and you. Learn more at [nature.org](http://nature.org).





## "A Green Beer"

Jerry: Jim! Let's grab a green beer.

Jim: It's not even March...wait, this beer's not green.

Jerry: But it is. The Nature Conservancy owns the land where the barley for this beer is farmed, and works extensively with farmers to conserve irrigated water for wildlife in the area.

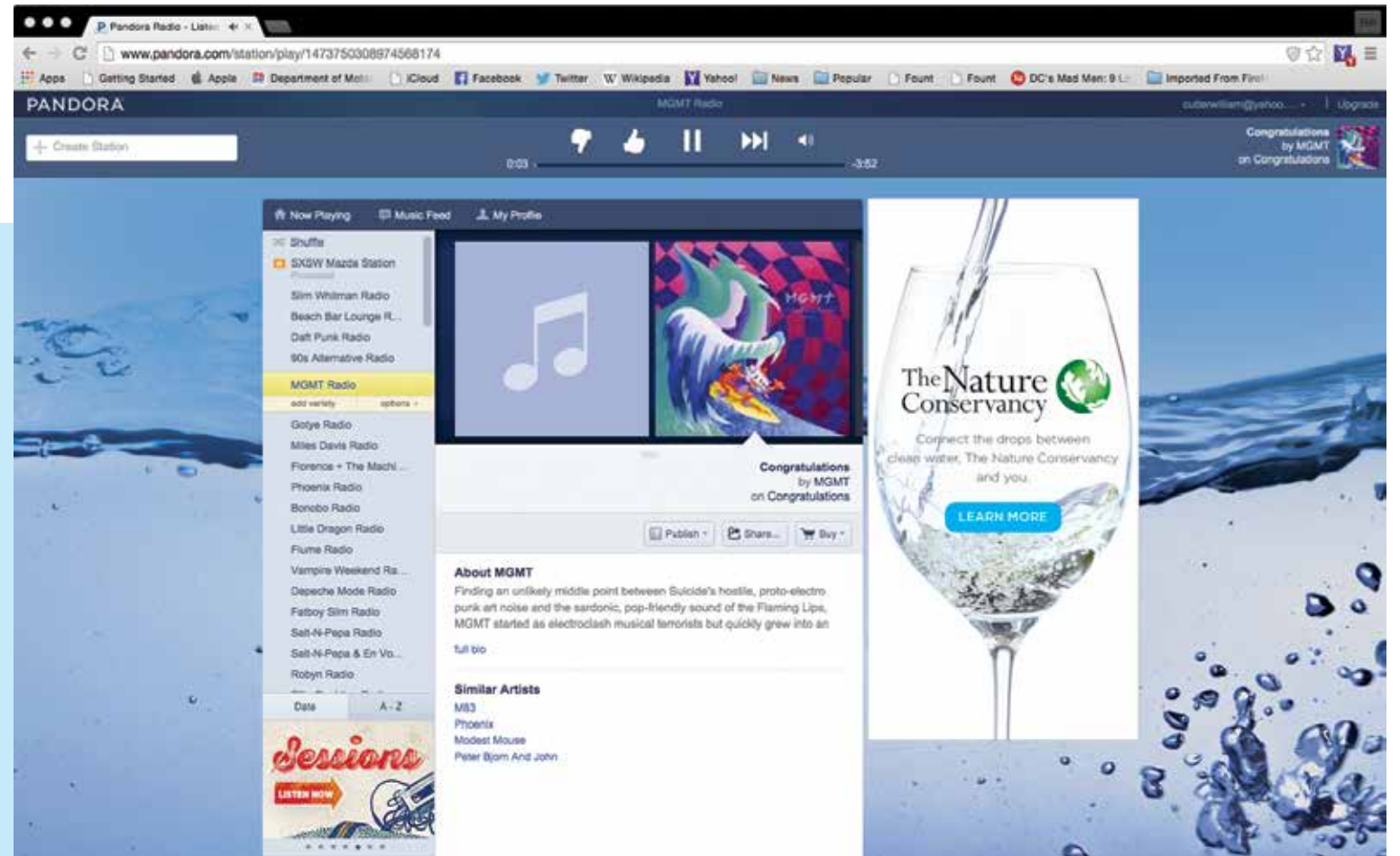
Jim: Mmm, green tastes good.

Jerry: Yeah, and it saves over 450,000 gallons of water every day.

Jim: Now that's the sign of a good lager.

Jerry: Right? By the way, get the tab.

Anncr: Connect the drops between clean water, The Nature Conservancy, and you. Learn more at [nature.org](http://nature.org).





(This program is brought to you by) the pragmatic scientists at The Nature Conservancy, whose innovative techniques ensure clean, potable water for communities in over 35 countries, including right here in the Potomac & Chesapeake regions. Every year should be a good year for water. Learn more at [nature.org](https://www.nature.org).





(This program is brought to you by) The Nature Conservancy, whose innovative solutions for water conservation are defending paradise in both the Caribbean and your own little slice right here in the Potomac and Chesapeake regions. Every year should be a good year for water. Learn more at [nature.org](http://nature.org).





At \$1000 a bottle this water isn't cheap,  
but it's for a good cause.

You.



To keep water plentiful and clean, The Nature Conservancy is working in over 35 countries to develop pragmatic, innovative solutions. That way, Kenyan farmers by the Tani River, and crabbers on the Chesapeake, can both have water as viable and healthy as the local economies they support.

The Nature Conservancy 

Let's make every year a good year for water.

[nature.org](http://nature.org)



Much like a bottle of 1865 Chateau La Fite,  
only much more precious.



You may not think about it first thing in the morning, but the water you drink and use should be one of your biggest concerns. That's why, through boots-on-the-ground programs with local communities, scientists at The Nature Conservancy are developing pragmatic, innovative solutions that help people, businesses, and governments worldwide keep their water clean, plentiful and affordable.

The Nature Conservancy 

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[nature.org](http://nature.org)





Pairs well with oysters.  
Live ones.



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Soon your engagement ring may not be  
the only thing costing you two months' salary.



For all of us, a glass of water is a special occasion. Our families here in the Washington area depend on clean water as much as families in Kenya and Afghanistan, or California for that matter, where clean water is increasingly precious. The Nature Conservancy works with farmers in Nebraska, engineers in China, and fishermen in Tanzania to develop innovative conservational solutions.

The Nature Conservancy 

Let's make every year a good year for water.

[nature.org](http://nature.org)



In some places, a bottle of potable water  
is cause for celebration.



A toast to potable, safe and affordable water, and to the hard work that brings it to the table. Among other projects, The Nature Conservancy protects water in innovative and unexpected ways, working with farmers in Idaho to reduce irrigation for barley used to brew beer, as well as saving thousands of gallons by modifying the production of cotton used in denim jeans. Learn more about the work The Nature Conservancy is doing at [nature.org/ConnectTheDrops](http://nature.org/ConnectTheDrops).

The Nature Conservancy 

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Every glass of clean, potable water  
is a special occasion.



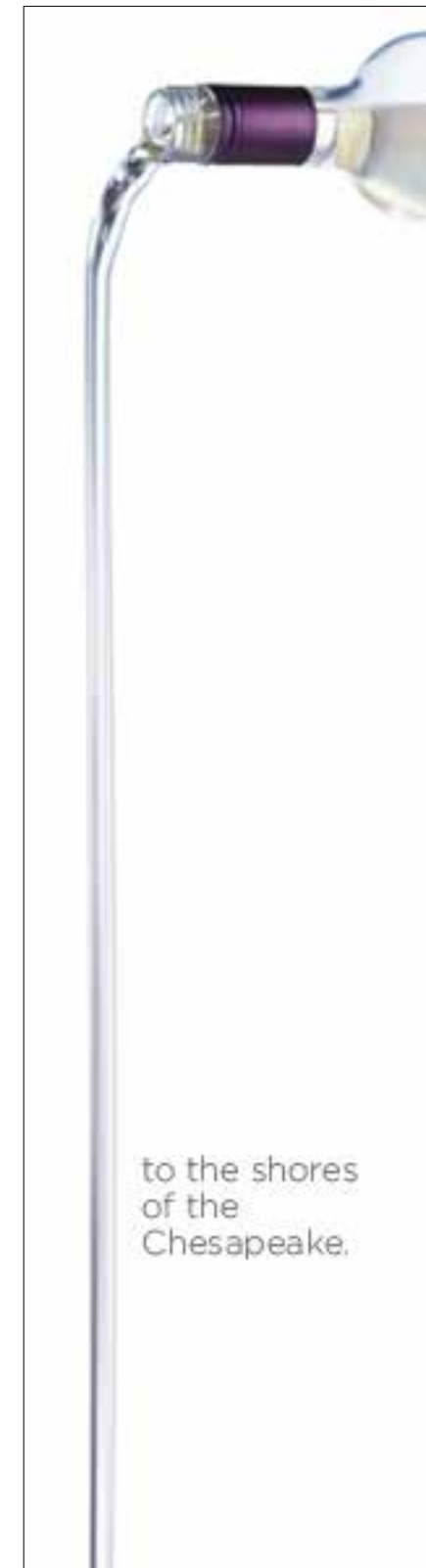
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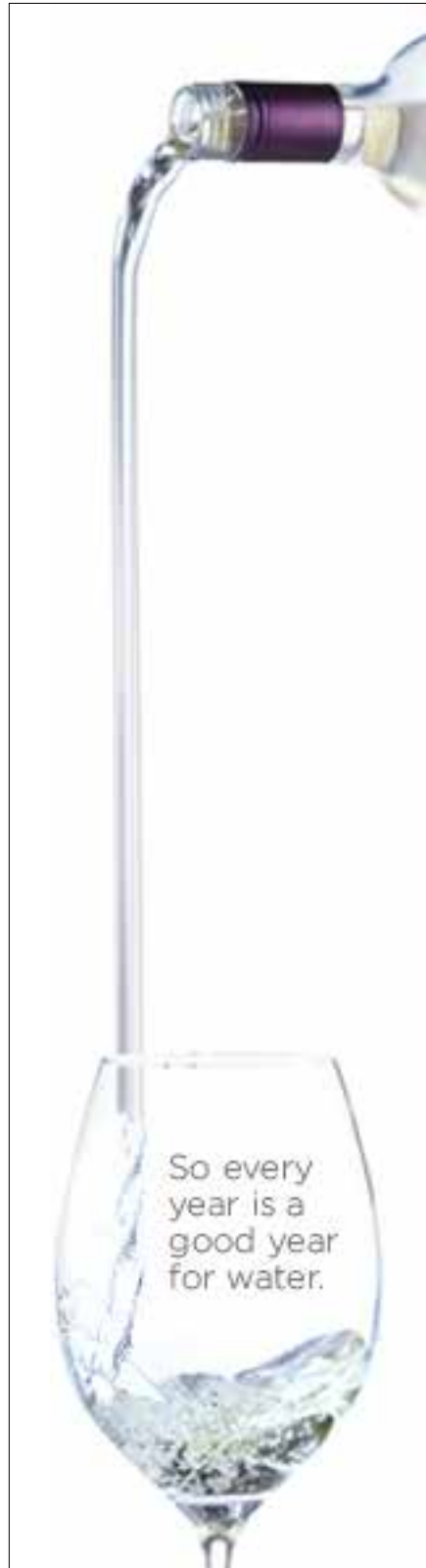


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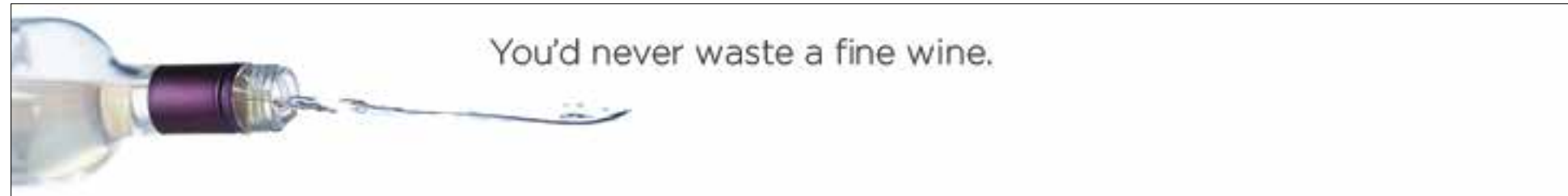














The Nature Conservancy 

There's a story behind every drop.

[LEARN MORE](#)