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M E D I A A D V I S O R Y

- WHO:** Louisville Water Company and its award-winning Louisville pure tap®
- WHAT:** Louisville pure tap® is named **“Best of the Best” Taste Test People’s Choice Winner!**
- WHEN:** The announcement was made on Tuesday, June 11, 2013, 5:40 pm, EST.
- WHERE:** Denver, Colorado as part of the American Water Works Association’s Annual Conference and Exposition
- HOW:** In a new “People’s Choice” competition, conference attendees examined, sniffed and tasted over 20 samples of tap water to declare the national winner.
- MORE:** Louisville pure tap® won the “Best Tasting Tap Water in North America” title in 2008. It won a regional taste test with utilities in Kentucky and Tennessee in 2012 to be eligible for today’s competition.

In 1996, Louisville Water was the first utility in the nation to trademark tap water in an effort to promote the quality, value and innovation behind something most people take for granted. Today, the Louisville pure tap® campaign provides reusable bottles, cups, pitchers and a mobile water unit to over 800 organizations each year to stress the value of a high-quality drinking water supply.

Connect with us: [facebook.com/Louisvillepuretap](https://www.facebook.com/Louisvillepuretap) and twitter.com/loupuretap.

ABOUT LOUISVILLE WATER

Louisville Water provides an abundant, safe supply of drinking water to over 850,000 people in Louisville Metro and surrounding counties. On average, the company produces 120 million gallons of Louisville pure tap® each day. Learn more at LouisvilleWater.com.