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## AWWA News Release

**FOR IMMEDIATE RELEASE:**  
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**CONTACT: Kylah Hedding**  
**303-347-6140**

### **AWWA Web Site Announces Increased Traffic, Awards Over One Million Visits, Five Awards In First Half of 2004**

DENVER – July 20, 2004 - - The American Water Works Association (AWWA), the authoritative resource on safe drinking water, today announced that its Web site traffic continues to increase, with 617,747 visitors accessing the Web site over one million times in the first half of the year. The site, [www.awwa.org](http://www.awwa.org), has also won five awards for Web site design.

"Every time I visit the AWWA Web site I find some new extraordinary gem of information," said David Rexing, Water Quality Research & Development Manager for the Southern Nevada Water Authority. "You could be daunted by the enormity of the site - thousands and thousands of pages of information. But, I find that it's an extremely easy site to navigate and find what you are looking for."

In June alone, 90,969 people visited the site, a 52% increase over last year. These individuals accessed the site 184,771 times and viewed 1,170,988 pages.

The American Association Of Webmasters (AAW), who recognizes webmasters and designers who have shown outstanding achievement in Web design content and creativity, honored AWWA's site with their Gold Award. The highest honor awarded by AAW, the Gold Award was given to AWWA for constructing a Web site with "excellent design and layout, along with quality content and informative information."

Other awards for 2004 include the DesignFirms.org Web Design Award. Receiving a score of 94 out of a possible 99 points, the AWWA Web site was deemed to be "among the best on the Internet." The Colorado Press Women awarded AWWA three awards:

- 1st Place for WaterWiser, an interactive Web site that strives to meet the information needs of the water conservation community and the drinking water industry,
- 3rd Place for the Career Center, which averages 25,000 monthly visitors and currently has 177 jobs listed,
- and Honorable Mention for the Consumer Water Center, which provides consumers with facts, resources, conservation tips, and products to help answer their questions about drinking water.

"We're honored to have received so many awards," said Cha Snyder, AWWA Web Operations Manager. "We strive to provide timely and applicable information on the drinking water profession, and our dedicated staff works constantly to provide this information in a way that is easy and effective."

*AWWA is the authoritative resource for knowledge, information, and advocacy to improve the quality and supply of drinking water in North America and beyond. AWWA is the largest organization of water professionals in the world. AWWA advances public health, safety and welfare by uniting the efforts of the full spectrum of the drinking water community. Through our collective strength we become better stewards of water for the greatest good of the people and the environment.*

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