

A close-up photograph of a clear glass, likely a water glass, with the word "THIRST" printed in a bold, blue, sans-serif font across its center. The glass is partially filled with water, and the background is a soft, out-of-focus blue gradient. The lighting highlights the rim and the base of the glass.

**THIRST**

# thirst

verb [ intransitive ]

- **to feel a need to drink**
- **to have a strong desire for something**





**We are all  
water creatures.**

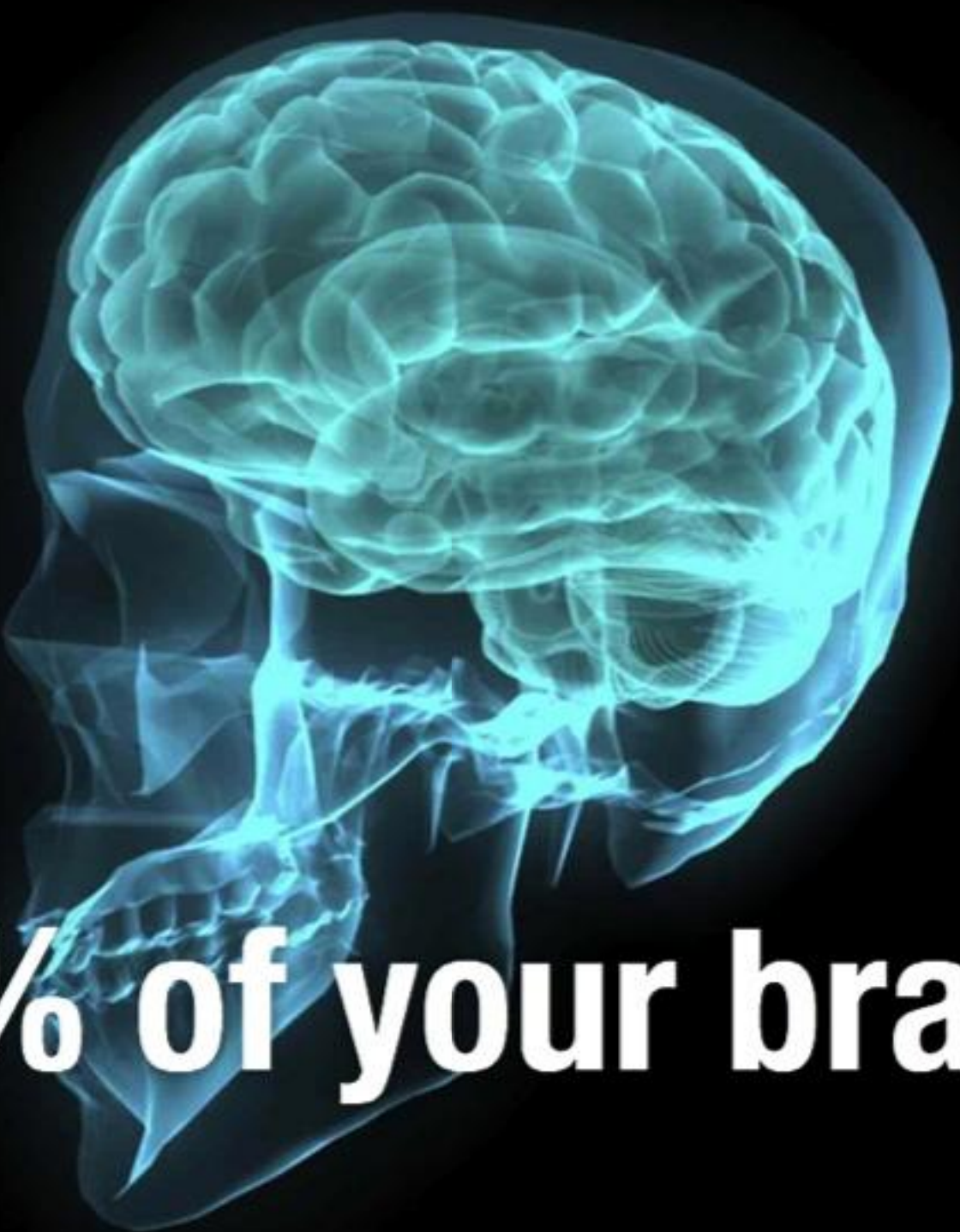


**It makes up:**





**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.**





**(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.









**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 text is in a bold, sans-serif font, with "...is used to" in black and "flush toilets." in blue.

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

**One toilet flush  
uses 3 gallons**





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





**10-minute shower:  
50 gallons**



**Brushing with the tap running:**  
**4 gallons**



**(Brushing with the tap off:)**  
**0.25 gallons**







A close-up photograph of parched, reddish-brown soil. The ground is covered in a network of deep, dark, irregular cracks that form a mosaic-like pattern. The texture of the soil appears rough and brittle. In the upper right corner, there is a small, dry, yellowish clump of grass or weeds.

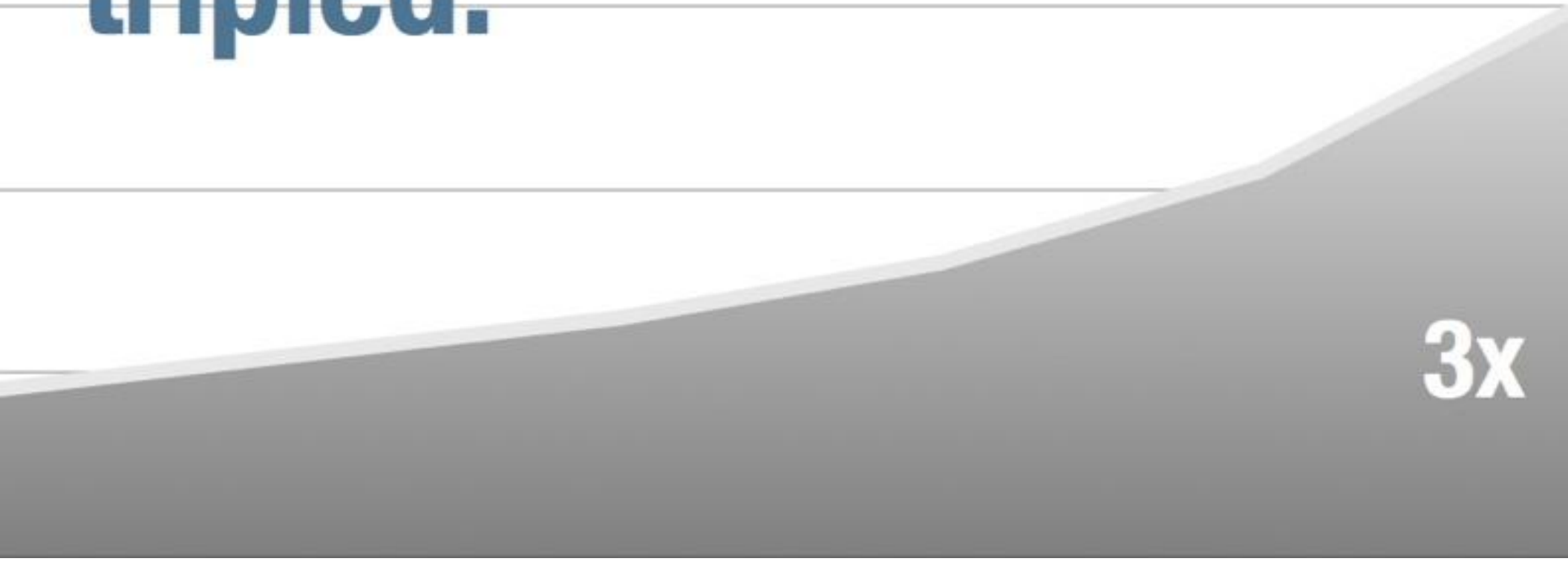
**A water crisis is looming.**





**Our water sources  
are under pressure.**

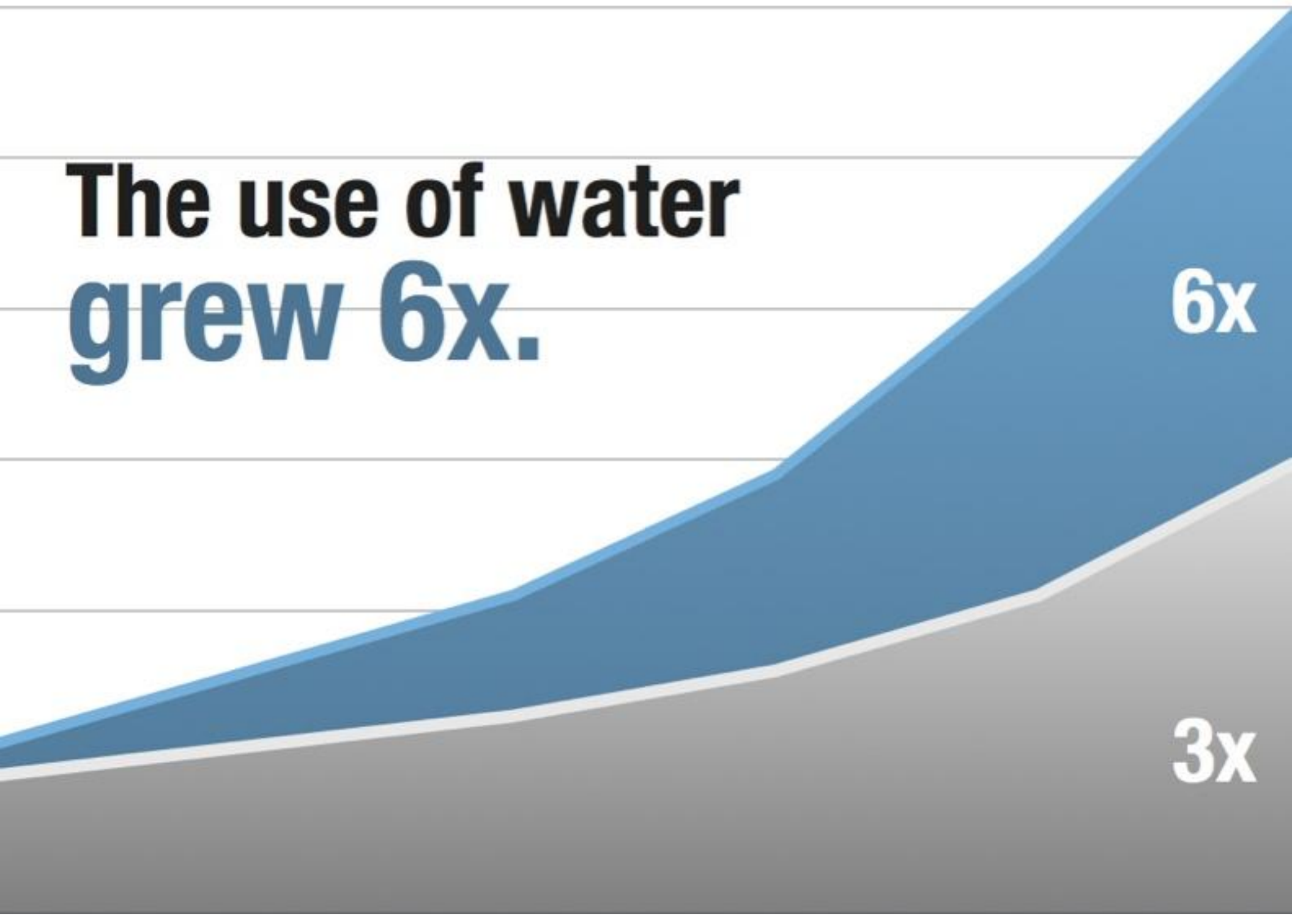
**In the 20th century  
the world's population  
tripled.**



**3x**



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



An aerial, black and white photograph showing a vast, dense crowd of people. The individuals are packed closely together, filling the entire frame. The perspective is from directly above, looking down on the gathering. The crowd appears to be moving or standing in a large, open area, possibly a stadium or a large public square. The density of the people is remarkable, with many heads and shoulders visible, creating a textured, almost mosaic-like appearance.

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





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



**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.**

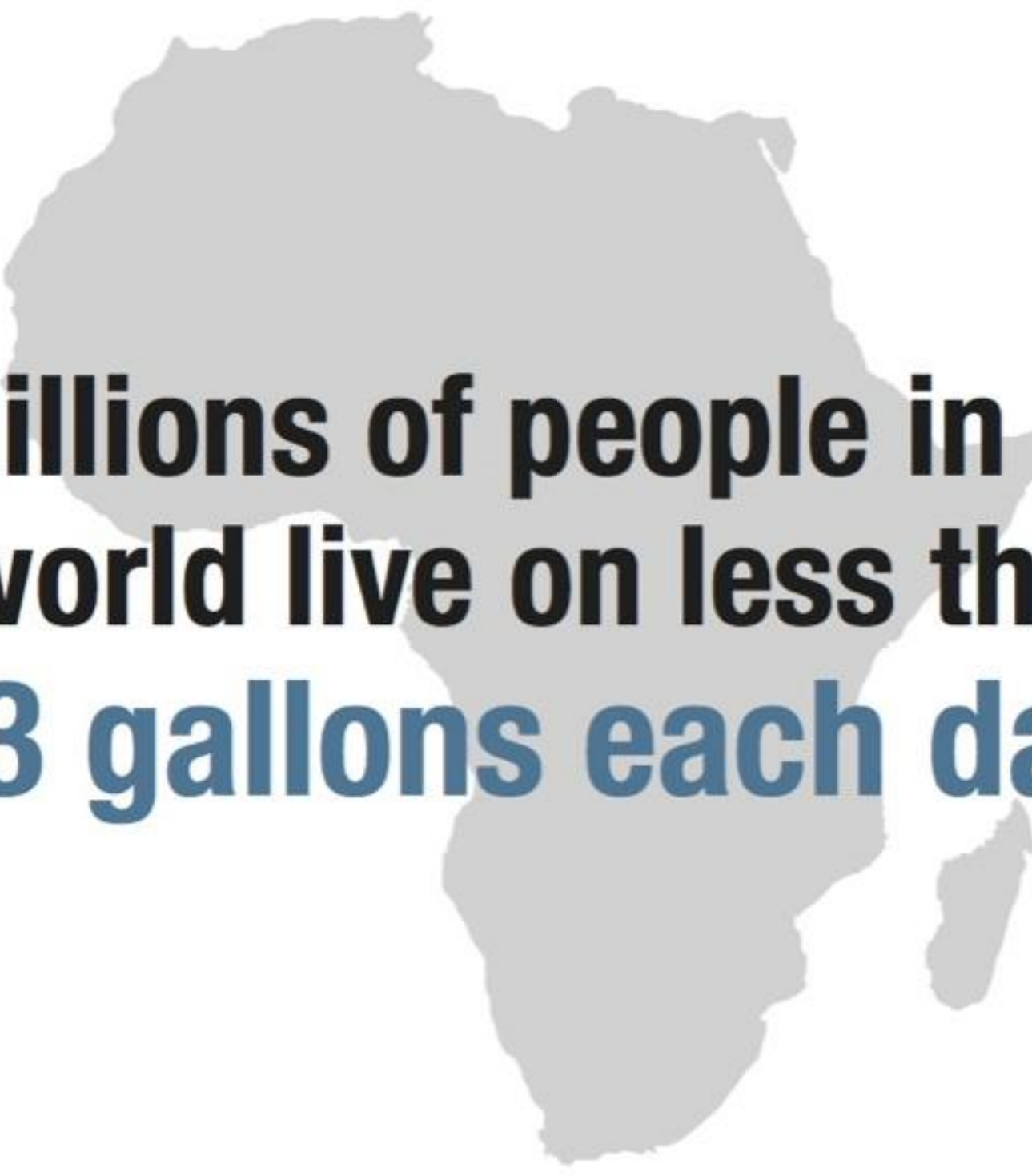




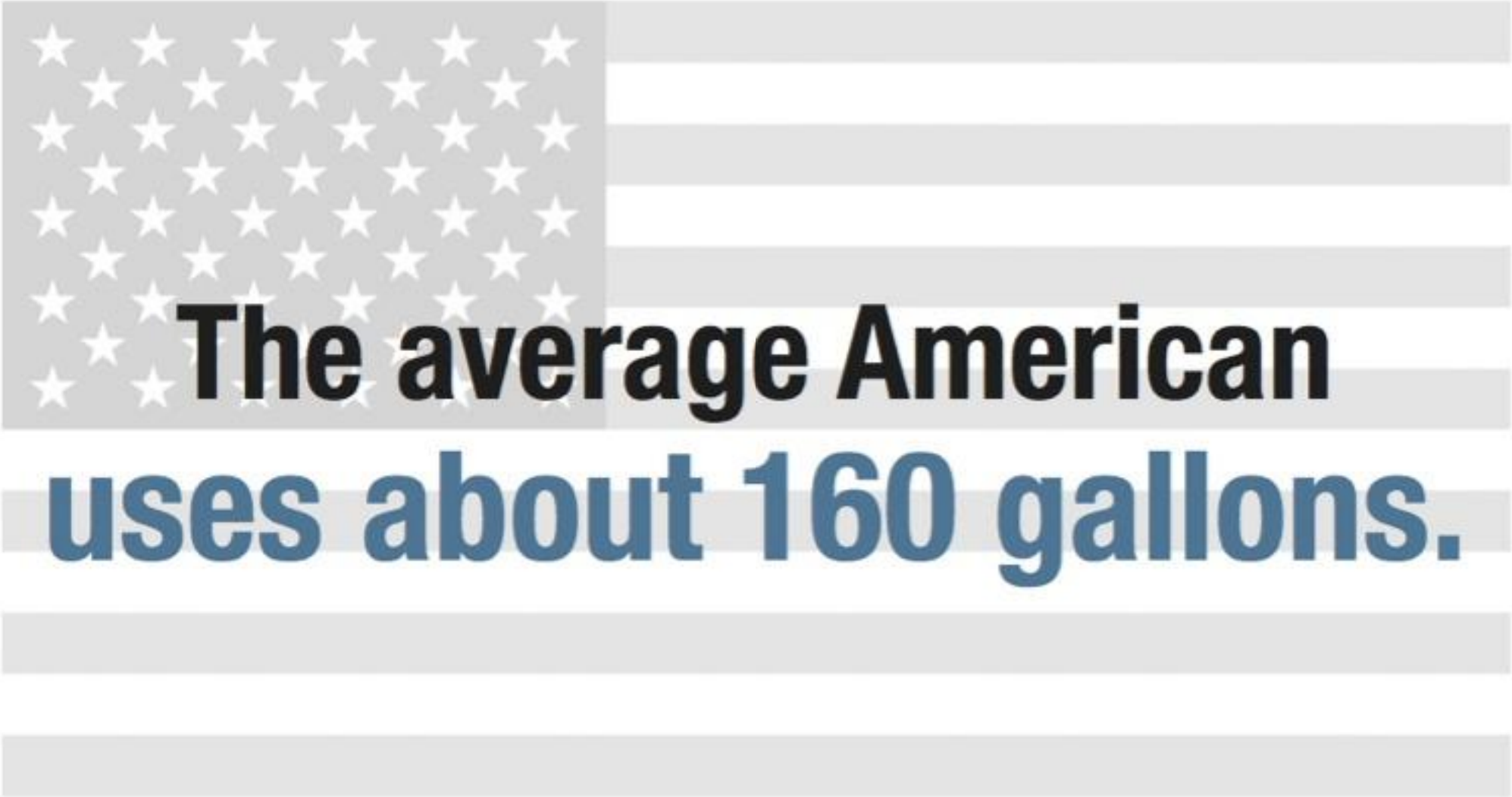
**Central Florida could  
run out in less than 5.**







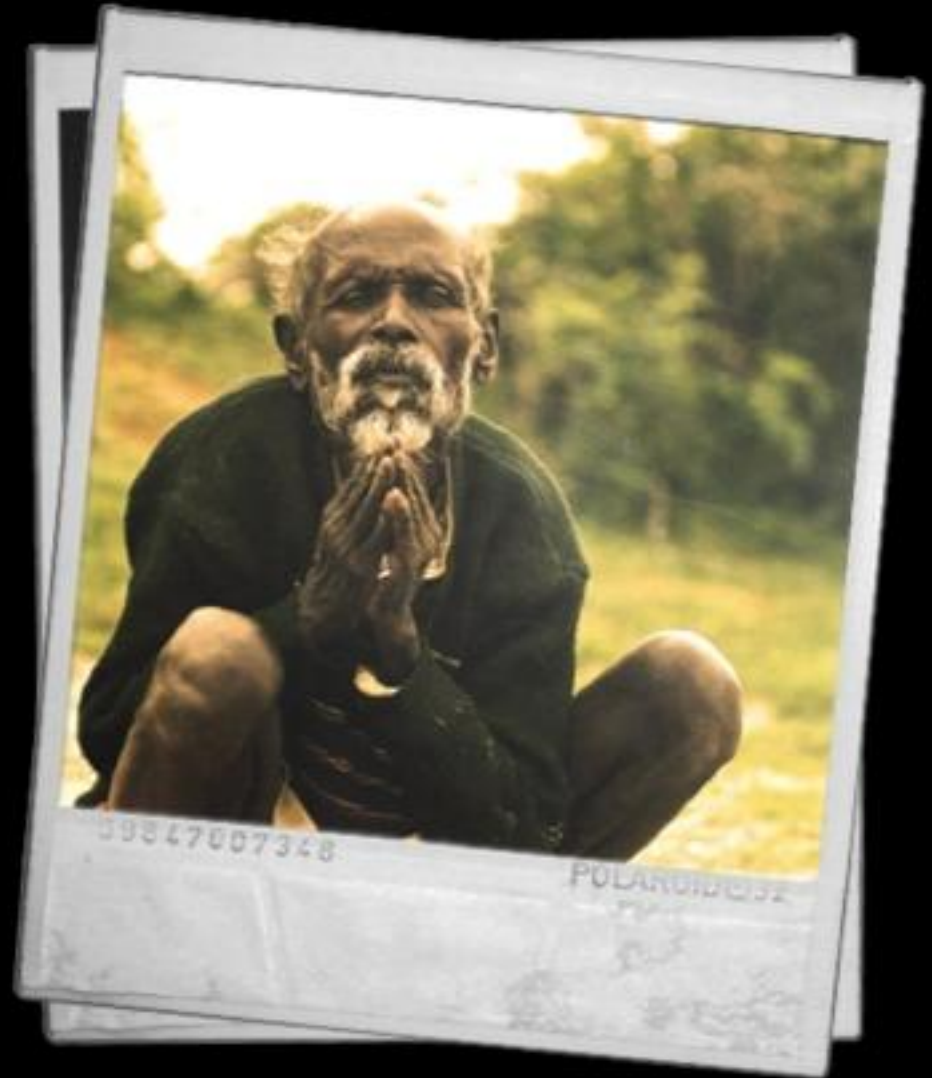
**Millions of people in the  
world live on less than  
3 gallons each day.**

A stylized background featuring a portion of the American flag on the left, with a grid of white stars on a gray field. The rest of the background consists of horizontal stripes, alternating between white and a light gray color.

**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.**





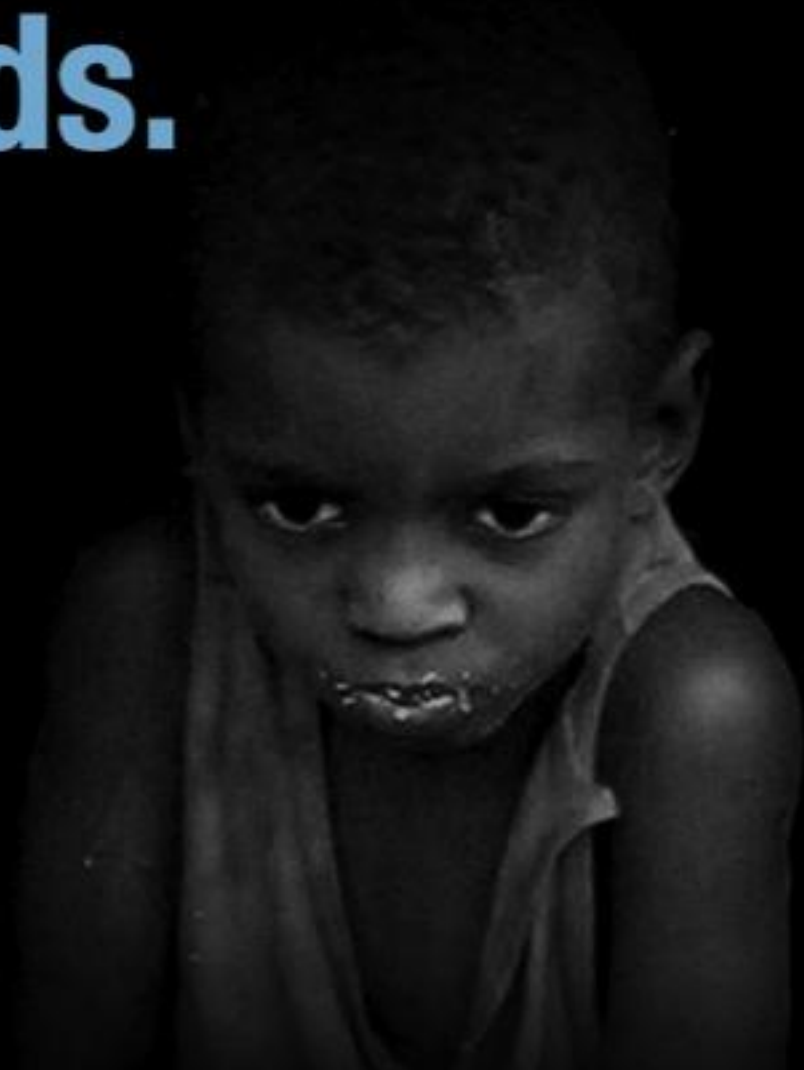
**1 in 3 people  
lack access to  
adequate sanitation.**

**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.**





**Due to over-pumping,  
the groundwater in several  
countries is almost gone.**



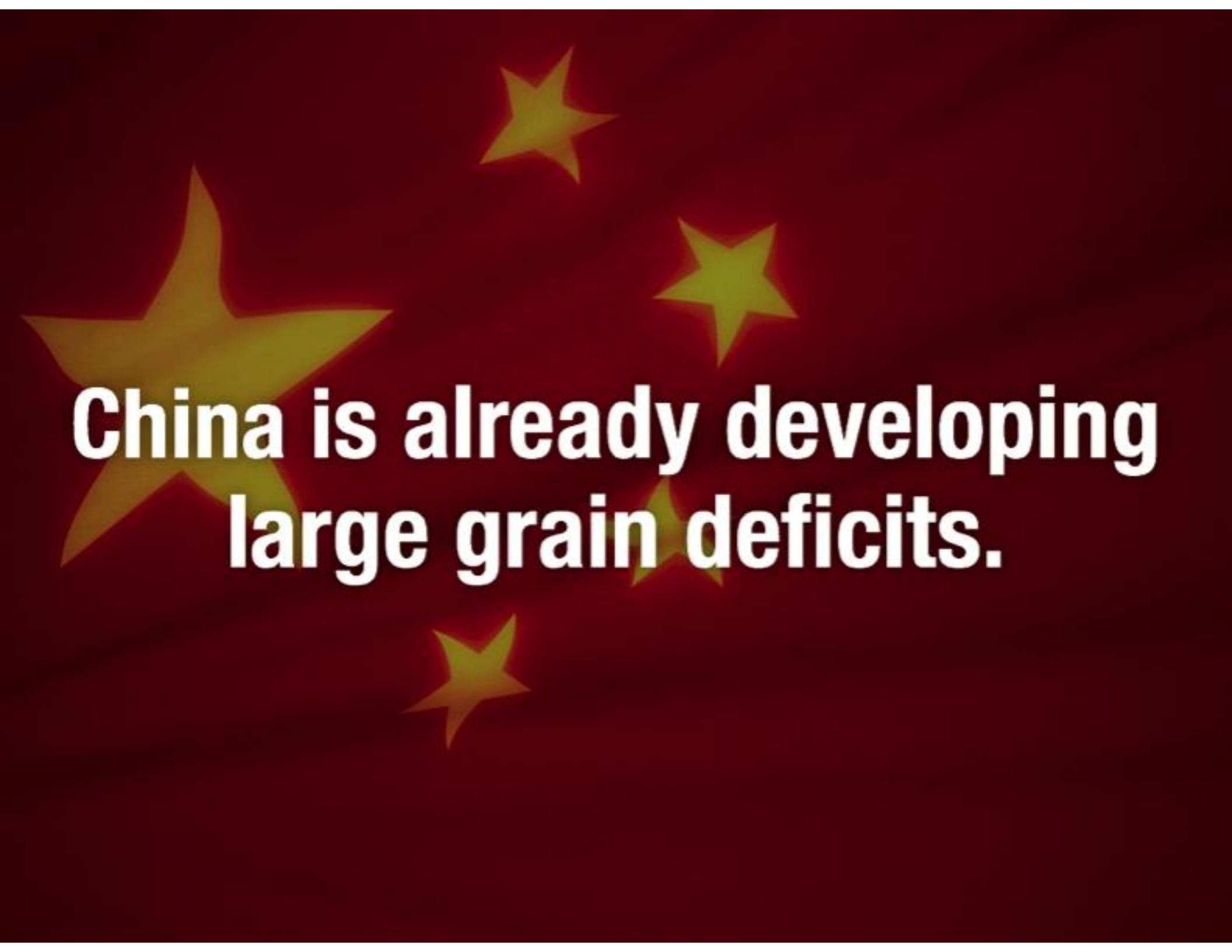
**Depleted aquifers lead to  
cutbacks in grain harvests...**





**...which lead to more food  
shortages and higher prices.**





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

A vintage map of South and Southeast Asia, showing India, Pakistan, and the surrounding regions. The map is color-coded with various shades of red, yellow, and green. Overlaid on the map is a dark, semi-transparent rectangular area containing the text "As are India, Pakistan, and Egypt." in a bold, white, sans-serif font. The text is centered and spans across the middle of the image. The map itself shows various geographical features, including the Arabian Sea, Bay of Bengal, and the Indian subcontinent. Numerous cities and regions are labeled, such as Madras, Bombay, Calcutta, and Rangoon. The map has a classic, aged appearance with some visible wear and tear.

**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...**



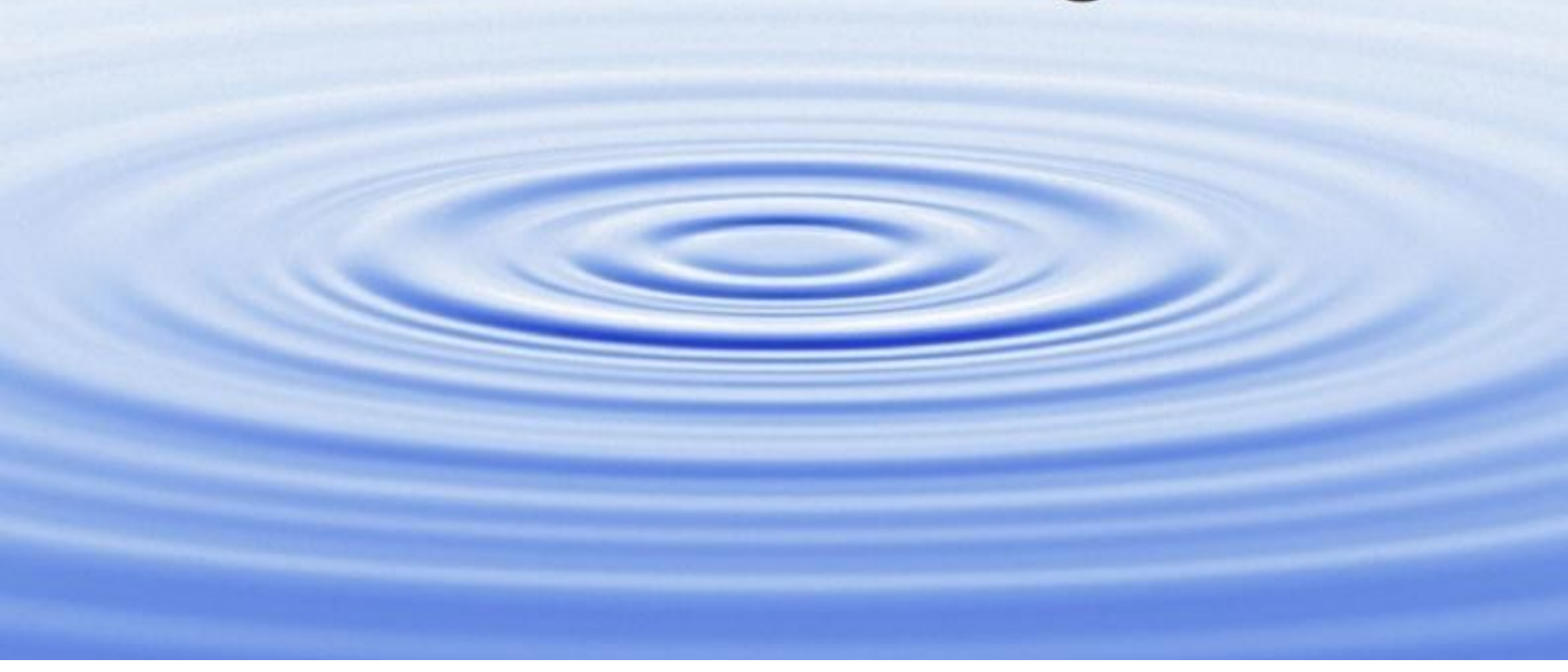
**We are thirsty...**

**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, stylized blue water droplet is centered on a black background. The droplet has a sharp point at the top and a rounded bottom, with a bright white highlight on its left side. The word "THIRST" is written in a bold, white, sans-serif font across the middle of the droplet.

**THIRST**

**Presentation design by:**  
Jeff Brenman of Apollo Ideas

**Sources of content:**  
[www.apolloideas.com/thirst](http://www.apolloideas.com/thirst)



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