New York Section
American Water Works Association
Beer Can Label Contest

Sponsored by:
H2M architects + engineers

The New York Section American Water Works Association is having a Beer Can Label Contest sponsored by H2M architects + engineers and beer produced by Artisanal Brew Works!! Contestants are asked to design a beer can label for use at the New York Section American Water Works Association’s (NYSAWWA) 2020 Annual Conference. Beer can winner will be announced in March and the beer with artwork will be unveiled at the annual NYSAWWA No Water. No Beer. Event on Tuesday, April 14 in Saratoga Springs, NY.

Beer Can Label Theme:
What is the “Value of Water”?

- **Water and Public Health**
  - Provides clean, healthy water for drinking and bathing; Protects against diseases, like cholera, dysentery, giardia, cryptosporidia, (which are common in underdeveloped parts of the world); Advances science by constantly examining and re-examining potential contaminants and treatment solutions

- **Water and You**
  - showering; using the toilet; washing clothes; cooking, etc

- **Water and the Environment**
  - energy; water shortages; billions of gallons of water used for thermoelectric power, irrigation, etc

- **Water and the Economy**
  - manufacturing jobs; infrastructure; consumer, etc

- **Water and the Community**
  - schools; zoo; recreation, etc

Beer Can Label Rules:
1. Contestants must select a category and illustrate how water impacts the following: public health; you; the environment; the economy; or the community.
2. Each design must include the phrase: What is the “Value of Water”?
3. Competition is open to all NYS residents 21 and older.
4. All art techniques welcomed.
5. There is no limit to the number of images that an artist can submit.
6. All entries must be original artwork – not copyrighted.

Helpful Design Idea Links:
Drinktap.org - [https://drinktap.org/Water-Info/Whats-in-My-Water](https://drinktap.org/Water-Info/Whats-in-My-Water)

There are no entry fees.
Design Specifications:

**Total Image Size: 8.575” wide by 5.25” high**  
*this allows for a .125” bleed area on all sides*

**Visible Image Area: 8.325” wide by 5” high**  
*note that critical elements of your artwork should not be placed in the areas noted above as required label text and logos will be placed above the background artwork*

**Important**  
Resolution: for submitted artwork should be at 300 dots per inch

**File formats: should be .jpg, .tif, or .png**  
*if files are saved as .jpg, please apply the LEAST amount of compression possible.*
Entry Details:

Deadline:
Submissions must be received by 5:00 pm on Friday, February 28 to Jenny Ingrao via email at jenny@nysawwa.org

Winner receives a case of beer and bragging rights.

About the New York Section American Water Works Association:
Established in 1914, the New York Section American Water Works Association is part of the largest nonprofit, scientific and educational association dedicated to managing and treating water, the world’s most important resource. With approximately 50,000 members, AWWA provides solutions to improve public health, protect the environment, strengthen the economy and enhance our quality of life. www.NYSAWWA.org

No Water. No Beer.® Event Details:
Tuesday, April 14 | 8:00 pm | Harvey’s of Saratoga | $25/person
Register online at - https://nysawwa.org/events/No-Water-No-Beer

Contest Sponsored by:
architects + engineers
practical approach. creative results.

Brought to you by:
American Water Works Association
New York Section

Beer produced by: Artisanal Brew Works

Beer Description:
English Brown
5.6% ABV
Smooth classic brown ale with a hint of dark chocolate malt flavors. We engineer our water to match London’s water chemistry. See why England loves their Brown Ales?