Dow Water Solutions, a business unit of The Dow Chemical Company (Dow), and a global leader in water purification, seawater desalination, contamination removal and water reuse solutions, will sponsor a variety of water awareness contests in conjunction with World Water Day March 22, 2009, an international day to celebrate freshwater.

"World Water Day, and every day, is a time to act to protect one of our most precious resources – water," said Harry Engelhardt, Jr., site leader for Dow Water Solutions' Edina Operations. "We hope these contests will help raise the level of awareness and educate the next generation of community leaders about how they can start preserving one of the most valuable resources today."

In honor of this special day designated by the United Nations, Dow Water Solutions is inviting children grades one through six in all Twin Cities' area public, private and home schools to participate in a coloring contest on how they are saving water.

In addition, all Twin Cities' area students in grades seven through 12 are invited to participate in an essay contest. The topic of the essay is, "What I am doing to save water?" Essays will be limited to 100 words.

Entry forms for both contests are available exclusively on Dow Water Solutions' website, www.dowwatersolutions.com. The deadline to enter is March 19, 2009.

A panel of judges will review all submissions and select a winner for each grade level. The winners will be notified and announced on Monday, March 23. Each grade-level winner receives a water-related prize package and all winning posters and essays will be displayed on the Dow Water Solutions website.

For further information, please contact Karen Jayne Leinberger, The Dow Chemical Company, at (952) 897-4364 or kleinberger@dow.com.

About World Water Day

World Water Day is held annually on March 22, to focus attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. It was established as an international day to celebrate freshwater at the 1992 United Nations Conference on Environment and Development (UNCED). The first World Water Day was March 22, 1993.