



WORLD PLUMBING DAY OFFERS AWARENESS AND ACTIVATION OPPORTUNITIES FOR INDUSTRY PARTNERS ACROSS CANADA, AROUND THE WORLD

Global industry acknowledges achievements and importance of plumbing on Saturday, March 11

Toronto (February 27, 2017) – World Plumbing Day represents an opportunity to commemorate accomplishments, raise global awareness and look to the future of this critical, wide-ranging and progressive industry.

To honour the day, the [Canadian Institute of Plumbing & Heating](#) (CIPH) and the [Mechanical Contractors Association of Canada](#) (MCAC) are encouraging Canadian trade associations, plumbing organizations, wholesaler distributors, manufacturers, plumbing engineering firms, schools and individuals to celebrate the important role played by Canada’s plumbing industry.

“Plumbing plays a vital ongoing role in virtually every facet of a healthy global future – from daily sustenance to suitable hygiene to a resilient planet,” says Ralph Suppa, President and General Manager at CIPH. “World Plumbing Day is not only a celebration, but we also feel there is an industry responsibility to promote and become active at some level.”

CIPH has developed a Canadian-based World Plumbing Day Infographic [[link when ready](#)] to highlight Canada’s most prominent natural resource, encouraging industry members to utilize the information and share with staff, customers and partners.

“Education has always been a focal point within our two associations, which is certainly the case when it comes to World Plumbing Day,” says Richard McKeagan, Chief Executive Officer at MCAC. “On March 11, the industry has an opportunity to educate on the importance plumbing plays in our daily lives. Water is one of the most precious resources in the world and together with CIPH we keep it flowing.”

About World Plumbing Day:

Established in 2010, thanks to the efforts of the [World Plumbing Council](#), World Plumbing Day is dedicated to helping the general public better understand the vital role the plumbing industry plays in protecting public health and safety.

Clean water is not a luxury. Safe clear drinking water and sanitation are possible in any nation, big or small, when simple, sound plumbing practices are adopted.

Quality water supply and sanitation are constant fundamentals of a healthy human society. Technology may change, and cultures may evolve but this fact of life will not. To live together in the world, humans need plumbing ... and of course plumbers!

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