

# The Colorado River powers progress

Though invisible in everyday life yet immensely powerful.

It has carved canyons, shaped communities, and fueled growth across the America.

For generations, the Colorado River has kept America progressing.

Nearly 40 million people across seven states rely on it for drinking water, growing food, and thriving cities and communities.

It feeds millions of acres of farmland, facilitates renewable hydropower, supports 16 million jobs and drives \$1.4 trillion in economic value across the region.

When the Colorado River runs strong, America runs strong.

But keeping it running will take more than words.

It will take smart, long-term investment in solutions that help us use water more efficiently, move it more responsibly, and secure its future progress.

Because investing in the Colorado River is investing in the people who depend on it.

And together, we can  
**KeepTheRiverRunning.com**

**GRUNDFOS** 

Possibility in every drop