

Wisconsin Water Alliance: Builds team, strengthens efforts at critical time

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Organization doubles down on advocating for sound water policy across the state

[Madison, WI] – Today, the Wisconsin Water Alliance (WWA) announced that it is expanding its team and accelerating efforts at a critical time for water and water-dependent industries. WWA is a non-partisan, statewide organization whose mission is to help protect the state's water resources and advocate for sound water policies that benefit families, cities, businesses, farmers, and others.

Peter Platten will serve as WWA's Executive Director and oversee the day-to-day activity of the operation. A graduate of the University of Wisconsin, Peter will provide the organization and structure to elevate WWA's efforts.

Joe Fadness will serve as Senior Advisor. Joe has spent over a decade working in and around government at the state and local levels. He provides a strong understanding of process and a proven ability to deliver a message and drive action. Joe is president of Franklin Strategy, a growing public affairs and communications firm.

Governor Tony Evers declared this the "Year of Clean Drinking Water" and Administrative agencies are working to increase regulations and restrictions on water quality. Further, the Speaker's Task Force on Water Quality recently concluded a statewide listening tour as it prepares to address water issues. WWA will support reasonable state and local policies that rely upon our freshwater to help

drive the state's economic engine while protecting this precious natural resource.

Dan Ellsworth, President of Wisconsin Water Alliance, released the following statement:

“Wisconsin Water Alliance will be an active voice in the conversation over water’s future in our state. Water is at the center of Wisconsin’s natural beauty – and it supports industries that range from agriculture and manufacturing to tourism. Water should not be used as a weapon in political debates because its dependent industries recognize the importance of protecting and improving this vital resource. WWA will support reasonable policies that protect this natural resource while continuing to support economic growth.”

Visit [WisconsinWaterAlliance.org](https://www.wisconsinwateralliance.org) to learn more.