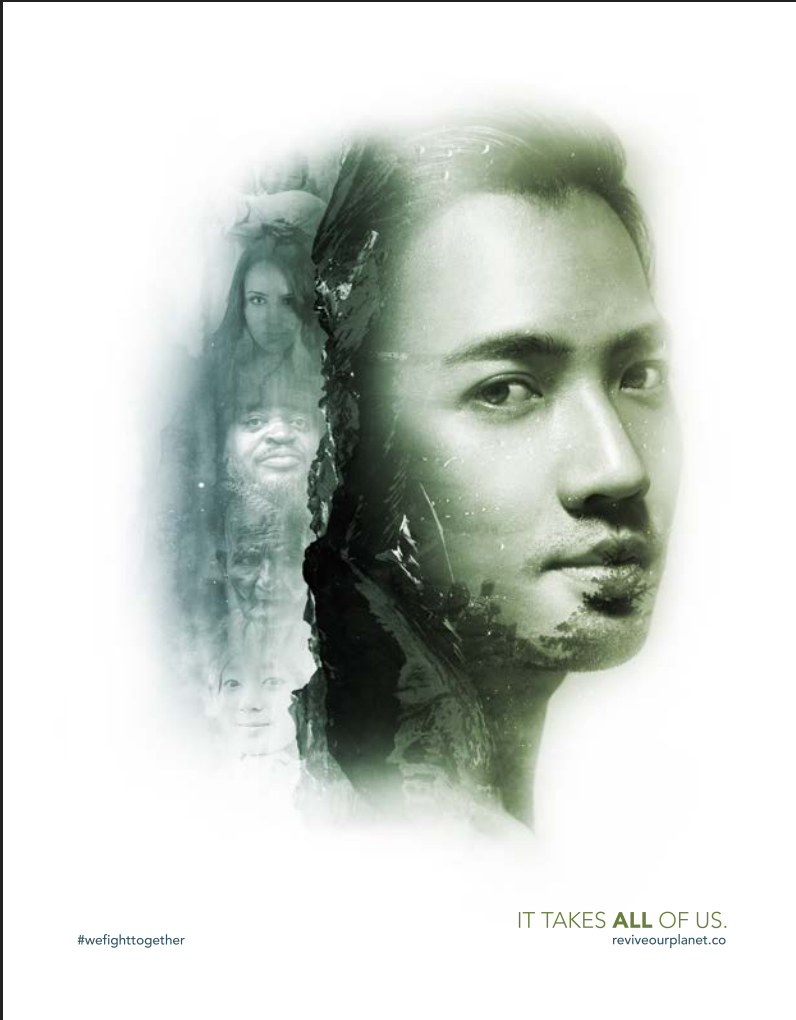


Metaphor Ads

Student Examples



#wefighttogether

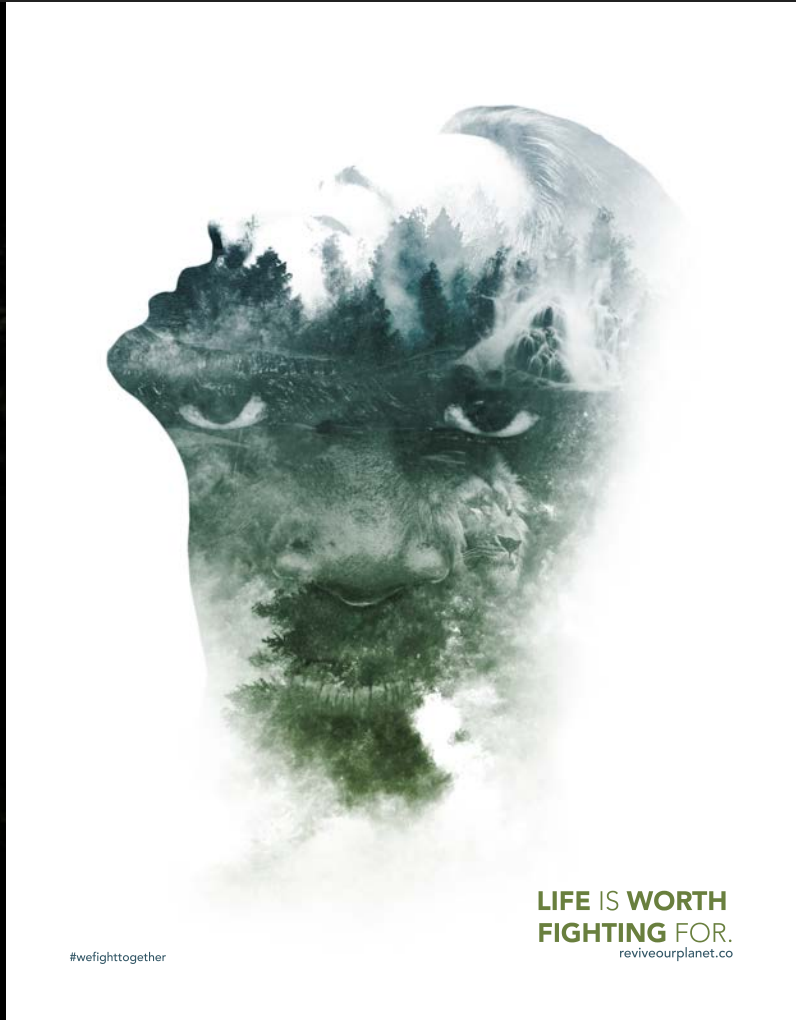
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WAR, FAMINE, POVERTY, POLLUTION, VIOLENCE, DEATH.
IGNORE THE ISSUES & WATCH THEM DESTROY OUR WORLD.

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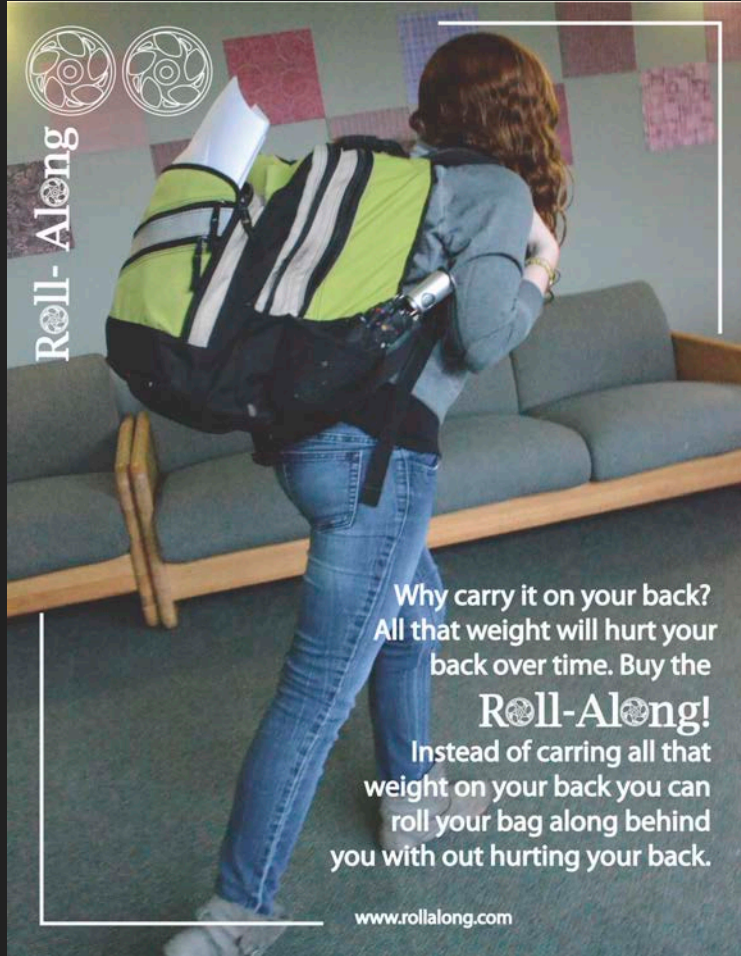
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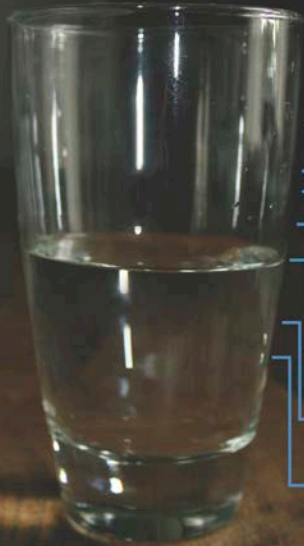
Praise be to the
Lord, to God our
Savior, who daily
bears our burdens.

Psalm 68:19

Why carry your own burdens,
when there is a God
who will carry it for you?

water

some food for thought



- 80
 - number of gallons of water the average person uses in a day
 - percentage of an infant's body weight made up of water
 - millions of people the world's population increases by each year
- 70
 - percentage of the earth's surface covered by water
 - percentage of the adult human body made up of water
 - percentage of the 346 million gallons of water used daily in the U.S. used for agriculture
- 64
 - billions of cubic meters of water that demand increases each year as a result of population increase
- 60
 - percentage of European cities depleting ground water supplies faster than they can be replenished
- 50
 - percentage water withdrawals are expected to increase in developing nations by 2025
- 37
 - percentage of the population of the developing world lacking safe drinking water
- 21
 - the number of seconds that pass before another child dies of water-related illness

3.4 million
the number of people who die each year from drinking contaminated water

Learn more of the truth about water at DrinkingCleanAndClear.org



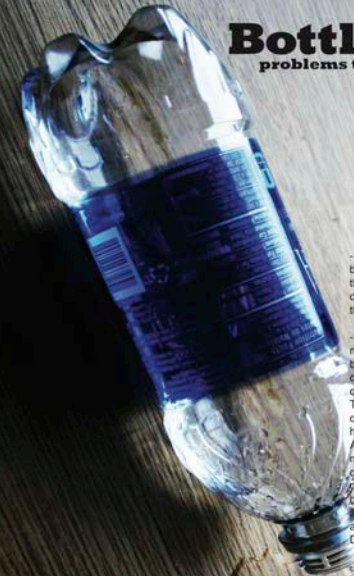
wa·ter

A colorless, transparent, odorless, tasteless liquid that forms the seas, lakes, rivers, and rain and is the basis of the fluids of living organisms

- helps to manage weight
- reduces number of headaches, cramps, sprains, and back pains
- aids in digestion
- increases energy, alertness, and concentration
- reduces the risk of colon or bladder cancer
- better defends the body against illness

Learn more of the truth about water at DrinkingCleanAndClear.org

the superfood that no one talks about.



Bottled Water

problems to note & why not to buy

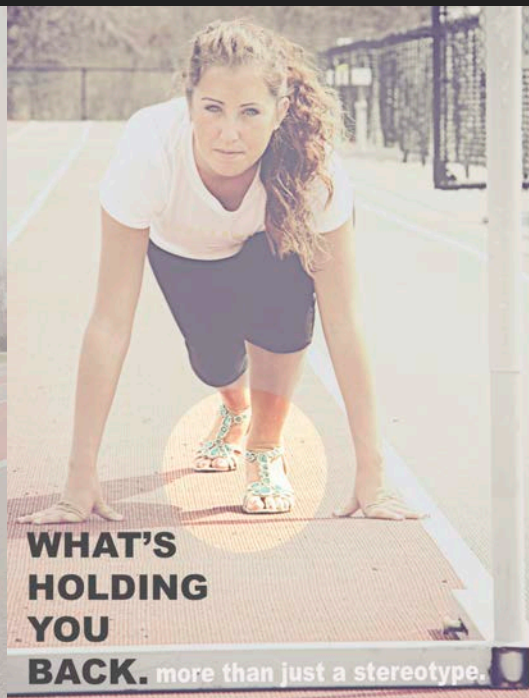
it's a scam: while companies market bottled water as "healthy" and "refreshing," there is little evidence to suggest that drinking bottled water is any better for you than drinking tap water.

it's expensive: with most vending machines charging nearly two dollars a bottle, bottled water can cost almost ten cents an ounce. Municipal "tap" water often costs less than 1 cent a gallon. The average American uses 80-100 gallons of tap water each day, and this is still only half the cost of a water bottle. The average American family spends less in a day on municipal water than the cost of two twenty ounce bottles of water. Estimates of global consumption place the amount spent on bottled water each year anywhere between 2 and 10 billion dollars. That's between two and four times the estimated worth of Donald Trump at \$2.9 billion.

it's wasteful: even though water bottles have borne the recycling symbol for years and are in some states refundable, the majority of plastic water bottles (nearly 80%) are simply thrown away. This creates 1.5 million tons of waste a year. That is more than the weight of the populations of New York City, Los Angeles, Chicago, and Houston combined. Furthermore, plastic is made using oil. In a given year, 1.5 to 47 million gallons of oil are used to create plastic. That would be enough fuel for a sperm to drive the distance between New York and L.A. over 100 thousand times.

Learn more of the truth about water at DrinkingCleanAndClear.org

AM A GIRL
more than just a stereotype
BREAKING
THE
LABEL.



I
AM AN
ATHLETE.
more than just a stereotype

