



## PRESS RELEASE

### ACEA LAUNCHES “LA MARATONA DELL’ACQUA”, THE NEW COMMUNICATION CAMPAIGN DEDICATED TO THE STRATEGIC VALUE OF WATER

**Launching on March 8, on the occasion of International Women’s Day**

**Rome, 6 March 2026** – The sustainable management of water is now a strategic priority globally, in a context characterised by climate change, environmental pressures and the growing need for resilient infrastructure. In this scenario, Acea, Italy’s leading water operator, confirms its commitment to protecting the water cycle and raising awareness among communities of the value of this precious resource.

It is in this context that “**La Maratona dell’Acqua**” (The Water Marathon) emerges, the new **communication campaign** by Acea debuting on March 8, on the occasion of **International Women’s Day**. Featuring multiple visual subjects and following a “stage-by-stage” narrative logic, the campaign unfolds along a journey that will lead to the **Acea Rome Run The Marathon** on **March 22**, coinciding with **World Water Day**.

The project, which will include **web, social, and print coverage**, aims to symbolically represent the journey that water makes every day, from its collection from the sources to its distribution to citizens: a “marathon” that requires constant commitment, adequate infrastructure, technical expertise, and a strong focus on sustainability themes. Through this initiative, Acea renews its role in raising awareness of a matter of primary importance, highlighting the need to preserve and enhance water resources in a global context characterised by growing environmental and social pressures. “La Maratona dell’Acqua” also aims to highlight the value of collective participation: an invitation to citizens to share a common journey focused on protecting water as a fundamental asset and an indispensable condition for development and wellbeing, so that it may remain accessible and safe for all.

The campaign was conceived, developed, and rolled out by Acea.