



PRINCE WILLIAM WATER

Your Water • Your Environment • Our Mission

FOR IMMEDIATE RELEASE

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New Name, Website and Mobile App for Prince William County Water Utility

WOODBIDGE, VA, July 1, 2024 — Beginning today, the Prince William County Service Authority is doing business as Prince William Water. The local utility has also launched a new website and mobile application to improve its customer experience.

“After listening to feedback from our customers and stakeholders, we are excited to launch significant enhancements to our customer experience on July 1,” said General Manager/CEO Calvin D. Farr, Jr. “Our new business name, Prince William Water, better communicates our mission as a water utility and our shared role with the community as environmental ambassadors.”

- The new user-friendly website has a clean, modern look with improved navigation, better accessibility and new features. Visit www.princewilliamwater.org.
- The new Prince William Water mobile app offers convenient access to customer accounts, payment on the go and reporting a problem. The app is available for download in the Apple and Google app stores.

Customers will see the Prince William Water name on most public-facing communications. The Prince William Water logo and tagline are now on many of the utility’s vehicles, employee uniforms and employee badges. The Prince William Water logo features a blue water drop that highlights its core mission and a green leaf that universally represents the environment. The tagline--“Your Water. Your Environment. Our Mission.”— captures Prince William Water’s commitment to its customers and the environment.

“While our business name may be changing,” added Mr. Farr, “be assured that Prince William Water will continue to provide high-quality drinking water, exceptional service, reliable operations and infrastructure, environmental leadership and active community engagement.”

For more details on these updates, visit www.princewilliamwater.org.

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Prince William Water has been providing drinking water and water reclamation services to Prince William County since 1983.