



We'll take it from here.

madsewer.org/here



THE START OF SOMETHING BEAUTIFUL.

It takes a lot of infrastructure to turn wastewater into clean water.

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Madison Metropolitan Sewerage District
madsewer.org/infrastructure

THIS IS JUST THE BEGINNING.

We'll take it from here.

Madison Metropolitan Sewerage District

This 2024 ad campaign helped build support for investment in clean water infrastructure.

Ads appeared on social media, online, billboards, bus wraps, posters and more.

Ads were viewed an estimated 32.2 MILLION times.

Campaign will extend into video for 2025.



National Environmental Achievement AWARDS

2025 WINNER