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InsureTek and The Water Tower partner to accelerate water resiliency and sustainability

NASHVILLE, Tenn. (October 9, 2023) – [The Water Tower \(TWT\)](#), a Buford, Ga.-based nonprofit dedicated to advancing water innovation, and [InsureTek](#), a technology company that integrates building sensors, installation, insurance, financing and AI to predict, mitigate and prevent building owners' loss from water damage, announced today a strategic partnership designed to accelerate water resiliency and raise awareness about the need for water innovation and conversation.

After experiencing water damage in December 2022 on The Water Tower's campus, TWT leadership is committed to preventing future damage. As an innovation partner, InsureTek will work with The Water Tower to demonstrate how its AI-enabled water sensor platform and dashboard detect and mitigate water events to reduce costs associated with water damage, save billions of gallons of water and prevent additional carbon emissions.

"InsureTek shares The Water Tower's commitment to water innovation, and we are thrilled to partner with them to both prevent water leaks and damage, as well as to track our own water consumption," said Melissa Meeker, The Water Tower CEO.

"Our goal was to help The Water Tower move from a reactive plan to a proactive plan to prevent further water damage and loss from incidents like the Christmas Eve freeze. Through our platform, they can also manage and measure water consumption and the associated carbon," said Michael Murphy, InsureTek president and chief strategy officer. "Once we learned about The Water Tower's mission and how closely it aligned with our own, we installed the InsureTek technology and officially became partners."

The partnership will also help demonstrate the latest technologies in water leak management for municipal planners, builders, engineers, architects and property owners.

"We will share the mission of our two organizations to promote water as an essential element in our lives and provide education about how to prevent water waste and damage to our businesses, homes and schools," said Bryan Tedford, InsureTEK chief revenue officer.

Throughout the year, InsureTek will also invite local schools to tour the facility and learn about water conservation.

The Water Tower campus serves as a hub for water utilities, researchers, companies and ground-breaking advancements to solve critical water challenges. The campus includes office and collaboration spaces, classroom and meeting spaces, conference space, a field training center, living laboratory tech demo testbed, as well as experimental, analytical and microbiology laboratories. The Water Tower brings together utilities, technology providers, educational institutions and other industry partners to conduct applied research, technology innovation, workforce development and industry engagement.

About InsureTek

InsureTek is an Environmental Social Governance (ESG) and Loss Control as a Service (LCaaS) platform that integrates building sensors, installation, insurance, financing and artificial intelligence/machine learning to predict, mitigate and minimize building owners' loss from water damage. The InsureTek advanced platform provides 24/7 water flow and usage monitoring, as well as immediate alerts when a leak is detected. Backed by an industry leading warranty, InsureTek tests sensors for individual properties and provides professional installation to help prevent water waste and water damage. To learn more, visit <https://www.insuretek.com/>.

About The Water Tower

The Water Tower Global Innovation Hub, located in Buford, Georgia, is focused on advancing the water industry by expediting the implementation of innovative water solutions and engaging the next generation of water professionals. The Water Tower brings together the public and private sectors of the water industry, side by side with academia and nonprofits, to tackle the industry's greatest challenges. To learn more about The Water Tower and the TWT ecosystem of innovation, visit www.theh2otower.org.

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