

FOR IMMEDIATE RELEASE

Date:

Contact: **(Your Contact Information Here)**

Amy Kober, American Rivers, Senior Director of Communications, 503.827.8648

LOCAL GROUP TO CLEAN LITTER FROM OUR RIVER

Volunteers Pitch In as Part of National River Cleanup®

(Dateline – City, State) – Local citizens are banding together to tackle litter in **(your river)**, as part of *National River Cleanup*®. **(Your group)** will conduct a river cleanup with the help of **(number)** volunteers on **(date)**.

“(Your group) is dedicated to protecting **(local river)** because a healthy community starts with a healthy river. Clean and healthy rivers provide everything from clean drinking water to recreation opportunities to fish and wildlife habitat,” said **(Group Spokesperson First and Last name, plus title)**.

American Rivers’ *National River Cleanup*® is a series of nationwide community-based river and stream cleanups. This popular annual event raises public awareness about the need for healthy rivers and is great opportunity for civic engagement. **(Your group)** will be participating along with tens of thousands of volunteers taking part in hundreds of cleanups across the country to remove trash from local waterways. Learn more about *National River Cleanup*® at www.AmericanRivers.org/Cleanup.

“The **(local group)** is committed to keeping the **(local river)** clean so we can protect and restore it for us – and future generations. Participating in a river clean-up is one way that citizens can do their part for the river we all love,” said **(Group spokesperson)**.

“Rivers connect us to each other, to nature, and to future generations. It is wonderful to see so many people in **(your town)** and across the country taking action to protect and restore their rivers and clean water,” said Bob Irvin, President of American Rivers. “We applaud the work of **(your group)** for the work they do on behalf of the river and the community.”

(Insert brief details on clean-up date, meeting location, call for volunteers and how to contact your group for more details)

For more information on river cleanups happening throughout the watershed, around the state or across the country, visit: www.AmericanRivers.org/Cleanup.

(Short (1-2 sentence) boilerplate description of your organization)

American Rivers is the leading organization working to protect and restore the nation’s rivers and streams. Rivers connect us to each other, nature, and future generations. Since 1973, American Rivers has fought to preserve these connections, helping protect and restore more than 150,000 miles of rivers through advocacy efforts, on-the-ground projects, and the annual release of America’s Most Endangered Rivers®.

Headquartered in Washington, DC, American Rivers has offices across the country and more than 200,000 supporters, members, and volunteers nationwide.

Visit www.americanrivers.org, www.facebook.com/americanrivers, www.twitter.com/americanrivers, www.instagram.com/americanrivers/ and www.youtube.com/user/AmericanRivers

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