

FOR IMMEDIATE RELEASE

Date:

Contact: [Your Contact Information Here]

Madeline Bule, American Rivers, National River Cleanup® Manager, 202.243.7033

VOLUNTEERS TO CLEAN LITTER FROM [RIVER NAME]

National River Cleanup® event in [name of town]

[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. The [river name] gives us so much, and now it is our turn to give back,” 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 are essential to all life,” said Amy Souers Kober, vice president of communications for American Rivers. “They provide the clean water that is vital to our health and support plants, fish, and wildlife. 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 championing a national effort to protect and restore all rivers, from remote mountain streams to urban waterways. Healthy rivers provide people and nature with clean, abundant water and natural habitat. For 50 years, American Rivers staff, supporters, and partners have shared a common belief: Life Depends on RiversSM.

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