

DRAFT PRESS RELEASE

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Date:

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

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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 the National River Cleanup™. **(Your group)** will conduct a river clean-up 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 have the potential to 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 stream cleanups. This popular annual event raises public awareness of the magnitude of trash accumulating in our nation’s waterways and is great opportunity for civic engagement. **(Your group)** will be participating along with tens of thousands of volunteers taking part in hundreds of clean-ups across the country to remove trash from local rivers and streams. 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 **(last name only)**.

“Healthy communities need healthy rivers, and it’s thrilling to see so many people across the nation pitching in to protect their streams,” said Rebecca Wodder, President of American Rivers. “We applaud the work of **(your group)** not just for speaking out for **(local river)**, but for taking action to keep it healthy.”

(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 clean-ups happening throughout the watershed, around the state or across the country, visit: www.AmericanRivers.org/cleanup.

Cleaning up a river is one of many ways AARP encourages people to get involved locally. Visit www.CreateTheGood.org for more ideas as well as a database where you can post or find volunteer opportunities in your community.

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

American Rivers is the leading national conservation organization fighting for healthy rivers so communities can thrive. American Rivers protects and restores the nation's rivers and the clean water that sustains people, wildlife and nature. Founded in 1973, American Rivers has more than 65,000 members and supporters, with offices in Washington, DC and nationwide. www.AmericanRivers.org

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