

# NEWS RELEASE

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## **Second Annual Great Sierra River Cleanup Set for Sept. 25, Web Site Opens Today for Registration, Information**

**Auburn**—Volunteer registration for the Second Annual Great Sierra River Cleanup opens today with the launch of a new website which enables users to easily connect to a watershed cleanup site of their choice. The web site is located at [www.sierranevada.ca.gov](http://www.sierranevada.ca.gov), where visitors will click on the Great Sierra River Cleanup logo for information about registration, the purpose of the event, and pictures and details from last year's cleanup.

"The first Great Sierra River Cleanup was a tremendous success last year, and early indications suggest we could double the number of participants this year and cover just about every watershed in the Sierra," said Sierra Nevada Conservancy Executive Officer Jim Branham. "With 65 percent of California's water coming from the Sierra, it's exciting to see so many neighbors and friends joining in to practice good stewardship of this valuable resource."

The Great Sierra River Cleanup is scheduled for September 25 from 9:00 AM to noon. The event is held in partnership with the California Coastal Cleanup Day (now in its 26<sup>th</sup> year), making it the largest one-day volunteer effort in California. In the Sierra alone last year, some 3,500 volunteers from over 100 community groups removed more than 130 tons of trash and recyclables from Sierra rivers. The effort spanned 20 counties and more than 500 river miles, netting appliances, cans, tires, furniture, cigarette butts, and plastic waste.

Interested volunteers can use a map on the web site to locate a cleanup in their community and then pre-register with their local cleanup organization using the contact information provided. This event welcomes volunteers of all ages and is a great opportunity for people to connect with their neighbors and their watershed.

The list of participating organizations this year is still growing, and some of the sites are yet to be determined. Individuals and organizations interested in coordinating their own cleanup are encouraged to get in touch with the Sierra Nevada Conservancy. For more information, contact Brittany Juergenson, (530) 823-4670, or log onto the above web site.

*The Great Sierra River Cleanup is presented by the Sierra Nevada Conservancy with major support from CalTrans' "Don't Trash California" Litter Prevention Campaign and*

*Waste Management Inc. Additional support comes from The Pacific Forest and Watersheds Stewardship Council, Sierra Pacific Foundation, The Houston Group, and the California Ski Industry Association, Crystal Geyser and Nature's Path.*

*The Great Sierra River Cleanup 2010 is also supported by the California Coastal Commission and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and thousands of volunteers annually.*

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