

NEWS RELEASE



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Sierra Nevada Conservancy to Sponsor First Annual Great Sierra River Cleanup Throughout the Sierra Nevada

(Auburn, CA) - The Sierra Nevada Conservancy (Conservancy), is sponsoring the First Annual Great Sierra River Cleanup, September 19, on river systems throughout the Sierra Nevada Region. The event will involve hundreds of volunteers and is being held in conjunction with the 25th annual Coastal Cleanup Day, which has proven extremely successful in removing trash from coastal streams and oceanfront.

"We anticipate this cleanup event will mobilize hundreds of volunteers in cleaning up the waterways of the Sierra, and will serve as one of the Region's biggest volunteer efforts to date." said Jim Branham, Executive Officer of the Sierra Nevada Conservancy. "We are very excited to align with the 25th annual Coastal Cleanup and hope to emulate their success."

The idea for the Great Sierra River Cleanup was brought to the Conservancy by the South Yuba River Citizens League (SYRCL) who run a very successful river Cleanup program. Many organizations currently conduct some form of clean up in the region, but this will mark the first time that efforts will be broadened and coordinated.

"Given the fact that 65% of California's water originates in the Sierra Nevada, this event has implications far beyond the Sierra Nevada Region," Branham said. "Volunteers will be cleaning up the streams that provide water for people living in the Bay Area, the Central Valley, Southern California, as well as many of the State's farmers."

The Sierra Nevada Conservancy is a state agency created in 2004 charged with improving the environmental, economic and social well-being of the Sierra Nevada Region, its communities and the people of California. The Conservancy covers 1/4 of the state and includes all or part of 22 of California's 58 counties.

For more information regarding the Great Sierra River Cleanup and the Coastal Cleanup Day, the volunteer organizations who are coordinating the work, or to find a Great Sierra River Cleanup site near you, please visit www.sierranevada.ca.gov.

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