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FOR IMMEDIATE RELEASE

EXAMPLE PRESS RELEASE

**CONTACT: City of Cumming
Department of Utilities
770-781-2020**

**Rivers Alive: Clean Water From the Mountains to the Sea
CUMMING VOLUNTEERS TO CLEAN {LAKE NAME OR CREEK NAME HERE}
IN FIFTEENTH ANNUAL RIVER CLEANUP**

[AREA], September 1, 2006-[AREA] area residents will wade into [AREA] rivers, lakes and streams as part of the continuing statewide campaign to clean and preserve over 70,000 miles of Georgia's rivers and streams. The effort will be part of Rivers Alive, a joint program of DNR's Environmental Protection Division and Keep Georgia Beautiful, the Fifteenth Annual Georgia Waterway Cleanup is expected to once again be the largest single volunteer effort to beautify Georgia's water resources.

Volunteers in Cumming will stage their cleanup at [TIME] on [DATE] at the [EXACT LOCATION]. They will be joining an estimated 30,000 other volunteers statewide participating in the Annual River Cleanup. This fall over 100 other cleanups will collect trash and similar debris in streams, rivers, lakes, wetlands and ocean from Lake Blue Ridge in North Georgia to the Ochlockonee River in the South.

"[LOCAL ORGANIZER QUOTE]", said [ORGANIZER, TITLE/LOCAL ORGANIZATION]. In addition to [LOCAL ORGANIZATION], [FACTUAL INFORMATION ABOUT LOCAL ORGANIZATION], the cleanup in [AREA] will be sponsored by [LOCAL SPONSOR] AND [LOCAL SPONSOR].

During the 2005 River Cleanup 24,595 volunteers cleaned over 2,900 miles of waterways and removed over 684,000 plus pounds of trash and garbage including tires, shingles, balls and washing machines from the State's waterways, according to Mitch Russell, Coordinator of Georgia's Rivers Alive. Russell expects Rivers Alive 2006 to involve thousands more volunteers and to continue to be the State's and one of the South's largest volunteer efforts to beautify water resources.

This event is supported by twelve sponsors- Ocean level sponsors: Georgia Power, The Ocean Conservancy; Lake level sponsors: Canon, The Coca-Cola Company, International Paper, UPS; River level sponsors: BellSouth, Georgia Ports Authority, Eastman Kodak Company, MeadWestvaco, Oglethorpe Power Corporation, Plum Creek Timber. Contributors to Rivers Alive include Caterpillar, Chevron, Flint Energies Corporation, Georgia Pacific Corporation, Gold Kist, and Trailblazers Adventure Club.

Other sponsors of the statewide campaign include: Georgia Adopt-A-Stream, Georgia Department of Natural Resources Environmental Protection Division, Keep Georgia Beautiful and Affiliates, Georgia Department of Community Affairs, Clean Coast, Inc., The Coca-Cola Company, Columbus Waterworks, Georgia Land Trust, Georgia Project WET/River of Words, Georgia Power, Georgia River Network, Georgia Wilderness Society, Lake Lanier Association, Macon Water Authority, MeadWestvaco, National Park Service – Chattahoochee Recreational Area, Ogechee-Canoochee Riverkeeper, Oxbow Meadows Environmental Learning Center, Plum Creek Timber and dozens of other local organizations will be sponsoring individual cleanups around the State.

To volunteer for the [AREA] cleanup, contact [LOCAL ORGANIZER] at [PHONE AND/OR WEBSITE]. For more information about efforts in other areas or the statewide campaign, call 404-362-6536 or go to www.riversalive.org.