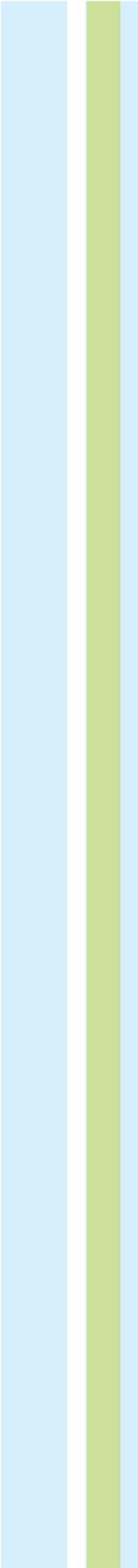


Sample Press Releases



SAMPLE PRESS RELEASE #1 (pre-event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE: [DATE]

Contact [YOUR NAME, TELEPHONE NUMBER AND EMAIL ADDRESS]

*MEDIA ALERT * MEDIA ALERT * MEDIA ALERT*

BRINGING SPARKLE BACK TO THE [NAME OF RIVER]
LOCAL RESIDENTS JOIN TOGETHER TO CLEAN UP LOCAL RIVER

The [YOUR ORGANIZATION] will hold the annual [NAME OF RIVER] Cleanup from 9:00 a.m. to noon on [DATE]. Volunteers will converge on the river to haul away cigarette butts, broken bottles, refridgerators and more.

“This is the first time we’ve organized this event,” says [YOUR NAME and TITLE] OF [YOUR ORGANIZATION]. We hope to attractvolunteers for a fun and worthwhile day at the river.” Overvolunteers are already signed up but organizers would like to sign up several dozen more to deal with all the trash they’re finding at the river. This year, organizers are particularly concerned about [SORT OF TRASH or AREA OF RIVER] because [REASONS HERE].

The event is part of the Great Sierra River Cleanup which is taking place on rivers throughout the Sierra region which in turn is part of the California-wide Coastal Cleanup Day. “It’s the largest volunteer effort in the state,” says [YOUR NAME] and we’re pleased to add [NAME OF RIVER] to the list of waterways being cleaned up. This is an event for the whole family. We’re encouraging school, church and other groups to come and join us,” says [YOUR NAME]

Volunteers must pre-register to take part. Contact [YOUR NAME] AT [TELEPHONE NUMBER] or [YOUR EMAIL ADDRESS] for more information.

SAMPLE PRESS RELEASE #2 (post event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE: [DATE]

CONTACT: [NAME]

TEL:

EMAIL:

[ORGANIZATION NAME] HOSTS SUCCESSFUL RIVER CLEANUP

Event Reclaims theRiver and Inspires Local Residents to Play an Active Role in the Health of their River and their Community

PLACE [DATE] – A trove of trash was plucked from theRiver on Saturday morning during theth Annual River Cleanup.

An estimatedvolunteers spread out oversites from....to Wearing disposable gloves and armed with trash sacks, the garbage-collectors-for-a-day joined together to purge all manner of trash that ends up on the banks of theRiver.

“We’ve had [FOUND OBJECT] and [FOUND OBJECT]” said [Cleanup COORDINATOR] of [ORGANIZATION] which organizes the Cleanup. “It’s like a treasure hunt—we never know what we’re going to find.”

At, volunteers walked down a steep bank to retrieve a tire that had lain there for ... years. “QUOTE FROM VOLUNTEER,” said [NAME OF VOLUNTEER]

(ORGANIZATION) today hosted the River Cleanup at [LOCATION/S] to beautify the river and to illustrate the concept that everyone can play a role in cleaning up the river. More than [NUMBER] pitched in, ranging in age from to They collected more than [NUMBER] bags of trash and [NUMBER] bags of recycling.

Today’s event was part of the Great Sierra River Cleanup, which is encouraging people all over the Sierra to join together to clean and restore the fifteen major rivers of the Sierra Nevada range. “Our Sierra rivers provide more than 60% of the state’s water,” said Jim Branham, the Executive Director of the Sierra Nevada Conservancy, the organization sponsoring the Great Sierra Cleanup. “We’re asking everyone to do their part to protect our community, its water quality and the local environment.”

SAMPLE PRESS RELEASE #3 (post event)

[ORGANIZATION LETTERHEAD]

FOR IMMEDIATE RELEASE

CONTACT: [NAME]

TEL:

EMAIL:

VOLUNTEERS Clean upRIVER

Students and Volunteers lifted 2 Tons of Trash and Recycling

PLACE [DATE] – More thanvolunteers collected an estimatedpounds of trash and pounds of recyclables throughout thewatershed at Saturday’s first annualRiver Cleanup.

TheRiver Cleanup was organized by the [ORGANIZATION] and was the first event of its kind in the area. “It’s great to see all these enthusiastic people turning out to keep our river free of trash,” said [Cleanup COORDINATOR]. We had children as young as participating. We’re determined to make this an even bigger event next year.” OR “It was great to see so many young people out today. We need to pass on this respect for the river if we want to protect the river for generations to come.”

Some of the more interesting items discovered included, and a TheRiver Cleanup was aided by [AGENCIES and SPONSORS] who helped fund the effort and deal with the trash pick up at the end of the day. “We all worked side by side because we want to see the river stay clean,” said [Cleanup COORDINATOR]

Today’s event was part of the Great Sierra River Cleanup, which is encouraging people all over the Sierra to join together to clean and restore the fifteen major rivers of the Sierra Nevada range. “Our Sierra rivers provide more than 60% of the state’s water,” said Jim Branham, the Executive Director of the Sierra Nevada Conservancy the organization sponsoring the Great Sierra Cleanup. “We’re asking everyone to do their part to protect our community, its water quality and the local environment.”

INFO ABOUT YOUR RIVER

INFO ABOUT YOUR ORGANIZATION

SAMPLE CALENDAR ADVISORY

CALENDAR ADVISORY • CALENDAR ADVISORY • CALENDAR ADVISORY **[ORGANIZATION NAME/S] Team Up for a RIVER Cleanup at** **[RIVER]**

River Cleanup Will Make Our Community Cleaner

WHAT: Help prevent pollution in the (insert name) creek or stream by joining [SPONSORING ORGANIZATIONS] as they host theannual [NAME OF RIVER] Cleanup. Come and be part of the solution by helping pick up trash and recyclables along the river. Meet your neighbors and friends and join us as we help protect the local environment.

WHY: The [NAME OF RIVER] Cleanup will remove tons of trash that would otherwise flow down to the coast and end up at the beach. On its way, this trash pollutes our local creeks and rivers and threatens the health of wildlife and the environment.

WHEN: [DATE] [TIME] [REGISTRATION INFO]

WHERE: [LOCATION]

BACKGROUND: [ORGANIZATION INFO]

CONTACT: [NAME]
[NAME OF ORGANIZATION]
(XXX) XXX-XXXX
email

SAMPLE PSA

30 SECONDS

You're invited to a River Cleanup on [DATE], at [LOCATION]. It's part of the Great Sierra Cleanup, planned for all the rivers in the Sierra Nevada from Mt. Whitney to Lassen National Park. Remember, all of us share the responsibility for protecting local water quality and the environment. Visit www..... or call (XXX) XXX-XXXX for more information about joining this fun day of cleaning up theriver.

10 SECONDS

[NAME OF ORGANIZATION] reminds you that all of us share the responsibility for protecting the.....River. For more information about how to join our annual River Cleanup, log on to www..... or call (XXX) XXX-XXXX

SAMPLE OP-ED ARTICLE

Four dirty diapers....one broken Styrofoam cooler....seven beer cans.... five soda bottles....33 cigarette butts....two banana peels and one apple core....and three bags of trash from a fast food restaurant. Last year on Memorial Day it took me about five minutes to find this amount of trash at one small beach on the In fact, the Styrofoam cooler was breaking into tiny bits in the river as a small boy attempted to float on it. By the time I reached my truck about a half mile upstream, I was hauling out a huge bed sheet filled with another five pounds of trash.

I guess it's easy to just step over the garbage or look the other way. But how can I? It takes up to ten years for a cigarette to decompose, over 80 years for aluminum cans, 100 years for tin cans, one million years for a glass bottle, and as for plastics and Styrofoam, we'll pretty much see them forever. I can't look the other way on the road I live on, let alone the river.

Why do people litter? I would like to think that most people are brought up not to throw a bottle from a car window or toss a dirty diaper behind a river boulder. Maybe within their urban reality, they think others will pick up their trash (aka, the mom syndrome). For some smokers, it has become an "accepted norm" to throw used cigarette butts on the ground. And maybe some people just don't care. It might work for their living room, but not ours....not the River.

I don't need to tell you it's unsightly to see trash at the river. I don't need to tell you that birds, fish, and other wildlife die from ingesting Styrofoam and plastic pieces. I don't need to tell you not to go to the bathroom in the river. I don't need to tell you, because you already know all that.

Well, we are already at another Memorial Day Weekend, the kickoff of the summer season. Each year beginning at this time, we watch more and more people from outside County come to enjoy the magic of theRiver ... to swim in her green pools, to lie on her warm rocks. Unfortunately, as the amount of visitors increases, so does the amount of trash left behind. Whether it's you who is leaving behind the trash, your neighbors, or folks from a county over, its time that we all take responsibility for the river that we love and share with all sorts of beings.

I know that people care. Last year, we at (your organization), saw over xxx volunteers come out for the annual Great Sierra River Cleanup in September. That's an increase of over xxx percent since the first annual event in xxx. But each year the amount of trash pulled out of the canyon gets larger—over xxx pounds of litter was collected in xxxx, with over xxx of those pounds recyclable.

This year the Great Sierra River Cleanup takes place on Saturday, [DATE]. You can join us then to do your part, or start now. So, you ask, what can I do today to keep theRiver clean?

- **Carry a litter bag every time you go to the river.** Pick up trash you see and carry it out with you, even if it is not yours....this includes all food waste, like apple cores (apples don't grow at the river).
- **Pack out what you pack in.** The number of trash cans are limited at the river. Take the litter you collect and dispose of it in your bins at home.
- **Recycle the items that you can.**
- **Ask for less packaging at take-out restaurants, and bring less of it to the river.**
- **Are you a smoker?** Call us here at for a free disposable ashtray. It fits neatly in your pocket.
- **Use the bathroom facilities that are available at the river.** If you can't wait or there aren't any, dig a small hole at least 200 feet from the trail, river, or creek. Cover it back up. Pack

out all used toilet paper.

- **Adopt your favorite beach** or area at the river and make sure it stays clean all summer long.
- **Be an example for others** ... most importantly for kids!

It only takes a small amount of effort to keep theRiver clean and safe for all of us. Do your part plus a little more. The river will thank you for it.

(Your name, title, org)

To join the Great Sierra River Cleanup on [DATE], you can contact xxx at (your org) phone number or email.

