

# I. Introduction

The Great Sierra River Cleanup is sponsored by the Sierra Nevada Conservancy and is part of Coastal Cleanup Day organized by the California Coastal Commission and cooperating organizations throughout the state.

This guide is designed to help river Cleanup Coordinators organize activities. You'll find step-by-step information on running your Cleanup – from recruiting your Cleanup team to reporting your results and every step in between. This manual is adapted from the Coastal Cleanup's materials and has been used over the years by many groups. We have tried to make this manual as helpful and complete as possible, so whether you are new to the Cleanup program or have participated in a Cleanup before, you should be able to put this guide to use. We welcome any feedback you might have on the manual, its contents, and its usefulness to you during your planning process.

The rivers of the Sierra Nevada region provide more than 60% of the state's developed water needs on their way down to the Pacific Ocean. Unfortunately, our waterways have historically been a dumping ground for waste. The Sierra Nevada Conservancy, working with The Coastal Commission, is dedicated to providing your volunteers and groups with resources to work on these issues with your community. Together, we can help raise awareness about issues of watershed conservation, fighting litter, encouraging reduction of consumption and increased recycling, and promoting community pride.

Since 2009, the Great Sierra River Cleanup has partnered with California Coastal Cleanup Day. For many years, California Coastal Cleanup Day has been the state's premier, and at times singular, effort to involve the public in the stewardship of our coast, ocean, and rivers. Through the growth of the Cleanup, we have helped raise awareness and convinced many across the state and around the world to join the fight. Thank you for joining us in this effort.

Welcome and good luck on the annual Great Sierra River Cleanup!

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