



FOR IMMEDIATE RELEASE

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**Rivers Alive: Clean Water from the Mountains to the Sea
VOLUNTEERS NEEDED FOR 15th ANNUAL RIVER CLEANUP**

(August 29, 2006 - ATLANTA, GA -) Volunteers are needed to help clean and preserve the State's 70,150 miles of rivers and streams during Rivers Alive, a joint program of DNR's Environmental Protection Division Watershed Protection Branch Adopt-A-Stream program and Keep Georgia Beautiful. Rivers Alive targets cleanups across all waterways in the State of Georgia including streams, rivers, lakes, wetlands and the ocean throughout the month of October. The mission of Rivers Alive is to create awareness of and involvement in the preservation of Georgia's water resources. This year's event is expected to, once again, be the State's largest single volunteer effort to beautify Georgia's water resources, and is an integral program in the State's new anti-litter campaign, *Litter. It Costs You*. The Georgia Department of Natural Resources (DNR) encourages sportsmen's clubs, civic groups, church groups, businesses and interested citizens to participate in this worthwhile effort.

"The Rivers Alive program motivates thousands of volunteers across Georgia to help clean up their local waterways," said Dr. Carol Couch, director of the Georgia Environmental Protection Division. "This impressive display of volunteerism can be measured in the many tons of trash that are hauled away each year."

During the Rivers Alive event, an estimated 30,000 volunteers statewide will stage hundreds of cleanups in Georgia's streams, rivers, lakes, wetlands and ocean from Lake Blue Ridge in North Georgia to the Ochlockonee River in the South. The 2005 River Cleanup drew 24,595 volunteers, who 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.

"We're pleased that this year's Rivers Alive effort kicks off so shortly after the launch of the state's new litter abatement and prevention effort, *Litter. It Costs You*," continued Dr. Couch. "It is a great opportunity for everyone to get involved in this effort to eradicate litter from our state, while protecting one of our most precious 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, Kroger Company and Trailblazers Adventure Club.

The statewide advisory committee for Rivers Alive include include: Georgia Adopt-A-Stream, Georgia Department of Natural Resources Environmental Protection Division, Keep Georgia Beautiful Affiliates, Georgia Department of Community Affairs, Clean Coast, Inc., Clean Water Campaign, 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, Ogechee-Canoochee Riverkeeper, National Park Service – Chattahoochee Recreational Area, Oxbow Meadows Environmental Learning Center, Plum Creek Timber. Dozens of other local organizations also will be sponsoring individual cleanups around the State.

To volunteer/participate in a local cleanup effort or to obtain more information about the statewide campaign, call 404-362-6536 or go to litteritcostsyou.org and click on the Rivers Alive logo.

About Litter. It Costs You.

The State of Georgia launched the *Litter. It Costs You* campaign in August 2006. An integrated and comprehensive approach to stopping litter, the campaign encompasses education, eradication and enforcement. The campaign leverages the efforts of state agencies, city and county governments, and volunteer organizations to engage the public and effect change. Resources include an interactive and comprehensive Web site, community challenges for adults and youth, an online toolkit and an education component to reach children. For more information, visit litteritcostsyou.org.

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