

NEWS RELEASE

SIERRA NEVADA
CONSERVANCY

March 15, 2010
For Immediate Release

Contact: Pete Dufour
(530) 823-4668



Second Annual Great Sierra River Cleanup Set for September 25, Assemblymen Ted Gaines and Jim Nielsen Tapped as Honorary Co-Chairs

Auburn—The Sierra Nevada Conservancy (SNC) today officially kicked off its campaign for the 2nd Annual Great Sierra River Cleanup at the American River confluence in Auburn, with the help of Assemblyman Ted Gaines (R-Roseville) and several volunteer organizations. Gaines, who participated in last year's inaugural event at the American River, will serve as Honorary Co-chair this year, along with Assemblyman Jim Nielsen (R-Gerber) who participated in the Sacramento River cleanup last year.

This year the Great Sierra River Cleanup will be held September 25, from 9 a.m. to noon.

"The Great Sierra River Cleanup is a great opportunity to participate in preserving our beautiful rivers and streams," said Gaines. "I am issuing a challenge to other state legislators to join the fun and lend a hand this year."

Gaines was joined by SNC Executive Officer Jim Branham in awarding certificates to representatives of three organizations which participated in his district. They include: Eric Peach with Protect American River Canyons, Molly Hucklebridge with the American River Conservancy, and Nick Santos and Reina Yagi of the Sierra Nevada Alliance.

"California receives about 65 percent of its water from Sierra rivers, so good stewardship of these watersheds is important to all Californians," said Branham. "No matter where you live, there is an organization out there which would enjoy having you pitch in with them for a few hours on September 25th."

The Sierra Nevada Conservancy has added a link to its Web site for sponsor organizations and volunteers alike. Log on to www.sierranevada.ca.gov for more information.

Last year more than 3,000 volunteers joined together in the inaugural cleanup to remove over 100 tons of trash and recyclables from Sierra rivers.

--more--

Some 100 community groups, spread across 22 counties and 200 miles of river, removed appliances, furniture, cigarette butts, beverage cans, baby diapers, tires, and other miscellaneous trash.

This effort, in partnership with the California Coastal Cleanup Day, serves to promote good stewardship on all California waterways, from the source to the sea.

###