



Third Annual Great Sierra River Cleanup Volunteer Registration Now Online

*Author: Sierra Nevada Conservancy (SNC)
August 10, 2011*

View video at: <http://yubanet.com/regional/Third-Annual-Great-Sierra-River-Cleanup-Volunteer-Registration-Now-Online.php>

Auburn August 10, 2011 – Online registration is now available for the 3rd annual Great Sierra River Cleanup, taking place Sept. 17, from 9 a.m. to noon, along rivers, lakes and streams throughout the Sierra Nevada, the Sierra Nevada Conservancy (SNC) announced today.

"This is a great opportunity to be good stewards of the region of the state that provides water to more than 20 million residents," said SNC Executive Officer Jim Branham. "There are activities for everyone at each of the cleanup events, regardless of age or mobility."

Last year some 88 organizations brought together more than 4,000 Great Sierra River Cleanup volunteers, who pulled 140 tons of trash and debris from beaches and shorelines in every major Sierra watershed. Bottles, cans, cigarette butts, tires and even old household appliances were removed. The SNC has produced a short video on the Great Sierra River Cleanup.

"Helping to make the Great Sierra River Cleanup event happen every year is truly one of the East Bay Municipal Utility District's biggest and most important local outreach events, said Kent Lambert, the district's manager for watershed and recreation. "The Great Sierra River Cleanup is a great chance to join with our friends and neighbors of the Mokelumne River to take care of the resource, enjoy its beauty, and celebrate our common goal to maintain a clean and healthy river."

"The Sierra Nevada provides good, clean drinking water and great recreation for millions of Californians," said Miriam Limov, event coordinator with the South Yuba River Citizens League, which has sponsored several cleanup events every year. "The Great Sierra River Cleanup coalesces and unites our community around the stewardship of the river."

Three years ago the event partnered with the California Coastal Commission's annual Coastal Cleanup Day to expand cleanups from the Sierra to the sea, making this the largest annual one-day volunteer effort in the state.

To make registration easy, the SNC has created an interactive Web site. Log on to the SNC home page www.sierranevada.ca.gov and click on the Great Sierra River Cleanup logo. Volunteers can

choose a cleanup event from a map, and send in their registration information.

To pick up trash, volunteers should wear gloves and close-toed shoes, and bring a bucket if they have one. Sunscreen should be worn as well. For more information about registration or other aspects of the Great Sierra River Cleanup contact Brittany Juergenson, (530) 823-4670.

About the Sierra Nevada Conservancy

Created in 2004, the Sierra Nevada Conservancy is a state agency whose mission is to improve the environmental, economic, and social well-being of the Sierra Nevada region. In its first five years, the SNC, which receives no general fund tax dollars, has awarded approximately \$40 million in grants for projects including fuels reduction, conservation easements and acquisitions, and watershed and habitat restoration. Funding for these projects comes from Proposition 84 passed by voters in 2006.