



**Kinnickinnic
River Land Trust**

Conservation
Community
Education

NEWS RELEASE

FOR IMMEDIATE RELEASE
May 7, 2010

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COMMUNITY INVITED TO PARTICIPATE IN 2010 KINNIRIVERCLEANUP™ KRLT Annual Meeting to Follow National River Cleanup

(May 10, 2010 – River Falls, WI) Local citizens are banding together to conduct the 2010 *KinniRiverCleanUp™*, as part of the **National River Cleanup™ 2010**. The **Kinnickinnic River Land Trust** will conduct a stream cleanup with the help of numerous volunteers, including assistance from local businesses, civic organizations, 4H clubs, and others on Saturday, May 22nd.

“A healthy community starts with a healthy river. Our volunteers are excited to pitch in because a cleaner river is a healthier river,” said Nelson French, Executive Director, “The bad news is that every spring we find a lot of debris has accumulated along the **Kinnickinnic River**, but the good news is that the amount of waste recovered has been decreasing over the last several years.”

The 2010 *KinniRiverCleanUp™*, part of the **National River Cleanup™** sponsored by American Rivers, is one of a series of community-based stream cleanups happening nationwide. This popular annual event raises public awareness of the magnitude of trash accumulating in our nation’s waterways. The **Kinnickinnic River Land Trust** and its volunteers will be participating along with tens of thousands of volunteers taking part in hundreds of cleanups across the country to remove trash from local rivers and streams. Learn more about **National River Cleanup™** at www.AmericanRivers.org/cleanup.

“The **Kinnickinnic River** is so important to our community and region that we’ve got to take every opportunity we can to protect it, for us and for future generations. Keeping it clean is one way that citizens can do their part for the river we all love,” said French. “Following the clean up the **Kinnickinnic River Land Trust** will host its annual members meeting and picnic at its new offices at 258 Riverside Drive in River Falls.” To sign up for this year’s *KinniRiverCleanUp™* visit the **Kinnickinnic River Land Trust** website at <http://www.kinniriver.org>, click on Events, and then click on the *KinniRiverCleanUp™* graphic.

The **Kinnickinnic River** is a nationally recognized *Class One* Trout Stream located in Pierce and St. Croix counties in west-central Wisconsin. The river is 22 miles long, its watershed covers 140 square miles, and it drains into the St. Croix River, a federally designated wild and scenic river.

“It’s thrilling to see so many people across the nation pitching in to protect their local river or favorite stream,” said Rebecca Wodder, President of American Rivers, the organization that sponsors National River Cleanup. “We applaud the work of the **Kinnickinnic River Land Trust** not just for speaking out for the Kinnickinnic River, but for taking action to keep it healthy.” For more information on river cleanups happening throughout the watershed, around the state or across the country, visit: www.AmericanRivers.org/cleanup.

The **Kinnickinnic River Land Trust's** mission is to work with the community to protect the natural resources and scenic beauty of the Kinnickinnic River Watershed. The **Kinnickinnic River** is a nationally accredited land trust and was recently recognized as the Wisconsin Land Trust of the Year and River Falls Nonprofit of the Year.

American Rivers is the leading national organization standing up for healthy rivers so communities can thrive. American Rivers protects and restores America's rivers for the benefit of people, wildlife and nature. Founded in 1973, American Rivers has more than 65,000 members and supporters nationwide, with offices in Washington, DC and the Mid-Atlantic, Northeast, Midwest, Southeast, California and Northwest regions. Visit www.AmericanRivers.org

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2010 KinniRiverCleanUp™

Saturday

May 22, 2010

9:30 a.m.—11:30 a.m.

**258 Riverside Drive
River Falls, WI**



We need you to participate in the **2010 KinniRiverCleanUp™**. To participate you **must register online** at www.kinniriver.org. Go to events and click to register!



Questions? Call Sandy at 715.425.5738



The Kinnickinnic River Land Trust is...



- **National Accreditation**
- **Land Trust of the Year**
- **River Falls Nonprofit of the Year**

Join us at our new office location as we account for the year that has passed and look forward to the future.

2010 Annual Meeting

Reserve online for the Annual Meeting and Picnic
www.kinniriver.org and select Events



...on the move!

2010 Annual Members Meeting & Picnic — Noon, May 22, 2010

New Office ~ 258 Riverside Drive ~ River Falls ~ New Office