



# NEWS RELEASE

FOR IMMEDIATE RELEASE  
May 24, 2010

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## KRLT *KINNIRIVERCLEANUP*<sup>TM</sup> NETS LESS TRASH Local Volunteers Find Bikes, Mirrors, Tires and Turkeys!

(May 24, 2010 – River Falls, WI) “The 2010 *KinniRiverCleanUp*<sup>TM</sup> was a huge success in a very non-traditional sense” said Nelson French, Executive Director, Kinnickinnic River Land Trust, “The success is that less trash than in past years was found by our volunteers. This is wonderful news and tells us that all residents are becoming more aware of how to keep their personal waste out of the environment and out of the Kinni.” French continued, “Even with the good news, all is not well, however, as our volunteers did find some very interesting waste and debris.”

Over 100 volunteers participated in the 16<sup>th</sup> annual Kinnickinnic River Land Trust’s *KinniRiverCleanUp*<sup>TM</sup> river cleanup on Saturday, May 22. Participants included volunteers from Falcon 4-H, Kinni Creek Lodge and Outfitters, Kinni Kayaks, Lions Club, Rotary Club of River Falls, St. Croix Valley Rotaract Club, individuals and families. Volunteers came from as far away as Minneapolis to help focus one day of attention on cleaning up the Kinni.

According to Rotarian Scott Jones, a member River Falls Rotary Club who took on the day’s longest challenge of cleaning up the lower Kinni Gorge, “We collected 5 bags of trash and 3 tires during our 4 hour trip through the Kinni Gorge. I understand that this represents a significant reduction from past years when early volunteer brought boatloads of trash up from the Lower Kinni.”

Over 50 American Rivers clean up trash bags were collected throughout the day and were filled with pop cans, bottles, trash, cigarette butts, plastic containers, paper, cardboard, tires, a mirror, a whole turkey, and styrofoam found along the banks of the Kinnickinnic River. Among the more interesting objects found were a fully bagged formerly frozen turkey and an abandoned bicycle. The day’s efforts resulted in about 4 cubic yards of waste.

French mentioned special thanks are due to Bye, Goff & Rohde, Ltd. for use of their parking lot for the event, River Falls Tire for accepting waste tires, and Waste Management for donation of the dumpster.

The 2010 *KinniRiverCleanUp*<sup>TM</sup>, part of the **National River Cleanup**<sup>TM</sup> sponsored by American Rivers, is one of a series of community-based stream cleanups nationwide. This popular annual event raises public awareness of and promotes the reductions of the magnitude of trash accumulating in our nation’s waterways. The Kinnickinnic River Land Trust encourages all residents of the Kinnickinnic River Watershed to get out and enjoy the Kinni during June which is National Rivers Month.

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.

The **Kinnickinnic River Land Trust**’s is a membership organization whose mission is to work with the community to protect the natural resources and scenic beauty of the Kinnickinnic River Watershed. Learn more at [www.kinniriver.org](http://www.kinniriver.org) or visit KRLT’s new Facebook page at <http://www.facebook.com#!/pages/Kinnickinnic-River-Land-Trust/304536836438>