

Ohio River Foundation Selected for Sierra Nevada Brewing Company's 'Wild Rivers' Campaign

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Cincinnati, OH – In its fourth year, Wild Rivers is a campaign dedicated to helping preserve vital waterways across the country.

For every 12-pack of Pale Ale and Sierra Nevada seasonal beer purchased in the U.S. from June 1 through July 7, Sierra Nevada will donate a portion of proceeds to river conservation-focused partners across the country, including Ohio River Foundation, a conservation non-profit based in Cincinnati, OH.

“Great water is essential to making great beer,” said Ken Grossman, Founder and President of Sierra Nevada Brewing Co. “We are committed to preserving natural waterways both in the Sierra Nevada that offer our inspiration, and across the nation. “We measure the success of our business not only on the quality of our beer, but also our contribution to a healthy environment,” Grossman said.

The “Wild Rivers” partnership, which will be visible at retailers across the nation, aims to raise awareness and increase stewardship of rivers that sustain our communities and ecosystems. Since the program’s start in 2009, Sierra Nevada Brewing Co. has donated more than \$250,000 to its partners to help preserve vital waterways across the country. A portion of these proceeds have supported Ohio River Foundation’s (ORF) work to restore the Stillwater River in Ohio and Beaver Creek in Kentucky to their historic free-flowing conditions, and launch ORF’s Youth Conservation Team program – a first of its kind in the 8-state watershed!

“Sierra Nevada is known not only known for its quality and integrity, but for the environmental stewardship trail they’ve blazed over the years,” said Rich Cogen, Executive Director, Ohio River Foundation. “We are proud to partner with such a great company, and with the public’s help, we can conserve precious habitat for fish, wildlife and people.”

Besides Ohio River Foundation, the 2012 Wild Rivers campaign will support the Chesapeake Bay Foundation, Delaware Riverkeeper Network, The River Project, the Southeast Watershed Forum and Western Rivers Conservancy.

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For more information, visit www.savewildrivers.com or www.ohioriverfdn.org

Founded in 1980, **Sierra Nevada Brewing Co.** is one of America’s first microbreweries and remains highly regarded for using only whole-cone hops and ingredients of the highest quality. Sierra Nevada has set the standard for artisan brewers worldwide as a winner of numerous awards for their line of beers and ales including the flagship Pale Ale, Torpedo, Porter, Stout, four seasonal beers, Harvest Ale series and a host of draft-only specialties.
www.sierranevada.com

Ohio River Foundation is a nonprofit organization serving the Greater Cincinnati area and the 200,000 square mile watershed with educational and conservation programs. Formed in 2000, the organization assists communities along the river and throughout the watershed in protecting their quality of life and works to improve the public’s awareness of the importance of protecting and improving the natural environment in the Ohio River watershed.