

Sierra Nevada Brewing Co. Launches 'Wild Rivers' Campaign June 1

Proceeds Benefit Six Regional Nonprofits Nationwide

Contact:

Andrew Davis, Sierra Nevada Brewing Co.
(530) 893-3520 AndrewD@sierranevada.com

*Maya K. van Rossum, the Delaware Riverkeeper – Delaware Riverkeeper Network
(215)369-1188 x102*

*Stephanie L. Smith, Development Associate – Delaware Riverkeeper Network
(215)369-1188 x114*

For Immediate Release

06/01/2012

Chico, CA – Sierra Nevada Brewing Co.—a pioneer in sustainability and craft brewing—announced today the launch of “[Wild Rivers](#)”. 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 the Delaware Riverkeeper Network, a non-profit based in Bristol, PA. This is the Delaware Riverkeeper Network’s second year as a “Wild Rivers” partner.

“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 Western Rivers Conservancy’s work to create parks and protected natural areas along rivers like the Klamath in California, the John Day in Oregon, the Hoh River in Washington, and the Gunnison River in Colorado.

“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 Maya K. van Rossum, the Delaware Riverkeeper. “We are proud to partner with such a great company, and with the public’s help, we can ensure that the Delaware River and its tributary streams are given high priority in all decision-making because our mutual greatest good comes from the preservation of our Watershed’s natural resources.

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

#

For more information, visit www.savewilddrivers.com

The campaign launches at retailers nationwide on June 1, 2012, and continues through July 7, 2012.

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

The Delaware Riverkeeper Network (DRN), founded upon the expectation of personal and community responsibility for river protection as personified by the Delaware Riverkeeper, is a vigilant and vocal advocacy organization that has been working throughout the Watershed for over 20 years. From the Highlands to the Delaware Bay, DRN gives voice, strength and protection to the communities and waterways of the Delaware River. Through independent advocacy, and the use of accurate facts, science and law, DRN works to ensure the rich and healthy future that can only exist with a clean, healthy and free flowing river system.