

**For Immediate Release**

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## **Sierra Nevada Brewing Co. is Committed to Keeping the Most Inspiring Places in America Pristine, Wild and Free**

**Savor the summer months with Sierra Nevada as they donate locally to their six non-profit partners including the Delaware Riverkeeper Network**

*Bristol, PA* – Sierra Nevada Brewing Co., a pioneer in sustainability and craft brewing, announced the 2013 launch of “Wild Rivers.” In its fifth year, “Wild Rivers” celebrates Sierra Nevada’s ongoing partnership with six non-profit organizations and is dedicated to helping preserve vital waterways across the country.

Sierra Nevada will donate locally to the Delaware Riverkeeper Network as well as to five other non-profit partners during “Wild Rivers” beginning June 1<sup>st</sup> and continuing until July 15<sup>th</sup>. This is the Delaware Riverkeeper Network’s third year as a “Wild Rivers” partner.

The “Wild Rivers” partnership, which will be visible at retailers across the nation, aims to raise awareness and increase stewardship of waterways that sustain our communities and ecosystems. Since the program’s start in 2009, Sierra Nevada has donated more than \$400,000 to its partners to help preserve vital waterways across the country.

“Great beer requires safe and clean water – something that beer crafters in our watershed are lucky to have in abundance,” said **Maya K. van Rossum, the Delaware Riverkeeper**. “We are so grateful to Sierra Nevada for helping us keep it that way, especially as Philly Beer Week kicks off.”

Besides the Delaware Riverkeeper Network, Sierra Nevada champions the missions of each dedicated non-profit partner: Western Rivers Conservancy, Ohio River Foundation, Chesapeake Bay Foundation, The River Project, and Southeast Watershed Forum.

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**For more information, visit [www.savewildrivers.com](http://www.savewildrivers.com)**

The campaign launches at retailers nationwide on June 1, 2013, and continues through July 15, 2013.

Founded in 1980, **Sierra Nevada Brewing Co.** thanks our fellow Wild Rivers Partners and supporters for their steadfast commitment to healthy waterways, both in the brewery's backyard and across the country.

**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.