**2017 Vermont River Cleanup Event
Pre-Event Press Release: Instructions and Template**

Personalize the template below by replacing red text with your own information. Send the completed release to your local media contacts in the body of the email instead of as an attachment. This template may be downloaded at: www.watershedsunitedvt.org/

**EMAIL SUBJECT LINE:** PRESS RELEASE: [Insert Press Release Title]

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT:**[Contact Name]
[Contact Title]
[Organization]
[Phone Number]
[Email Address]

**[Organization] Seeks Volunteers as part of Vermont River Cleanup Month**

[Organization] is hosting a special river cleanup event to remove trash from the [xxx River]. [Insert background about this river, and your organization’s history of hosting cleanups.] Trash in rivers not only creates an eyesore for paddlers and swimmers, but it also negatively impacts riparian wildlife and adds pollutants to our waters.

[Insert quote from Organization’s Executive Director, other staff or Board member, or a past volunteer.]

[To volunteer…]

September is Vermont’s River Cleanup Month, when groups throughout the state will pitch in to haul trash from shorelines and riverbeds. The statewide effort is being coordinated by Watersheds United Vermont, a network of local watershed groups, along with Source to Sea and American Rivers. Local assistance is provided by Cleanup sponsors [list any local sponsors]. More information about events statewide is available at www.watershedsunitedvt.org.

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[Place organization’s boilerplate here: 2-5 sentence summary of the organization’s mission, including website and/or phone number.]

- 30 -