

## Sierra Nevada Brewing Co. Launches 'Wild Rivers' Campaign

*Proceeds Benefit Delaware Riverkeeper Network and Other Non-Profits Working Nationwide*

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*Chico, CA* – Sierra Nevada Brewing Co.—a pioneer in sustainability and craft brewing—announced today the launch of the third annual “[Wild Rivers](#)” campaign. 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 August 1 through September 10, Sierra Nevada will donate a portion of proceeds to river-focused partners across the country, including Delaware Riverkeeper Network, (DRN), a non-profit working throughout the entire Delaware River Basin.

“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 \$170,000 to help its partners preserve vital waterways across the country.

“We are excited to participate in this year’s Save Wild Rivers Campaign,” says Delaware Riverkeeper Maya van Rossum. “Sierra Nevada is taking the lead implementing practices that protect water quality in their own backyard and across the nation. We appreciate their support and recognition that a healthy and vibrant Delaware River is essential for the communities that depend on the clean water the River provides.”

Besides Delaware Riverkeeper Network, the 2011 Wild Rivers campaign will also support Western Rivers Conservancy, Ohio River Foundation, The River Project, and the 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 August 1, 2011, and continues through September 10, 2011.

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](http://www.sierranevada.com)**

The **Delaware Riverkeeper Network** has stood as a vigilant protector and defender of the Delaware River, its tributaries, and its watershed since 1988 when the organization, among the first waterkeeper organizations in the country, was formalized. From its office in Bristol (PA), DRN works throughout the entire 13,539 square mile Delaware River watershed, including portions of Delaware, New Jersey, New York and Pennsylvania.

**[www.delawareriverkeeper.org](http://www.delawareriverkeeper.org)**