



UPPER CHATTAHOOCHEE
RIVERKEEPER[®]

Keeping Watch Over Our Waters

3 Puritan Mill 916 Joseph Lowery Blvd. Atlanta, GA 30318 404-352-9828 Fax 404-352-8676 www.chattahoochee.org

Contact: Steve Farace, SweetWater Brewery (404) 643-1233, steve@sweetwaterbrew.com
Mary O. Harrison, Upper Chattahoochee Riverkeeper (404) 352-9828 ext. 24, mharrison@ucriverkeeper.org

SweetWater Brewery to Raise Money and Awareness to Protect the Chattahoochee River Through 4th Annual Save the Hooch Campaign

Campaign to kick-off May 14 at Park Tavern during 13th annual River Revival

May 12, 2008 – Atlanta, GA – From Memorial Day, May 25, through the July 4th weekend, SweetWater Brewery will hold its 4th annual Save the Hooch campaign, a metro Atlanta-wide effort to protect the Chattahoochee River by increasing awareness and raising funds for Upper Chattahoochee Riverkeeper (UCR). Last year's campaign raised more than \$63,000, funding UCR's river patrol and water monitoring programs for an entire year.

"Through this campaign, SweetWater has helped their customers connect to the Chattahoochee," says Sally Bethea, Executive Director and Riverkeeper for UCR. "They are not only great partners in protecting our water resources during this crucial time, but they are also raising awareness about the river and the threats it faces."

The Chattahoochee River is metro Atlanta's main source of water for drinking, business, and life-enhancing recreation. Through Save the Hooch, Sweetwater engages beer drinkers, bar patrons and restaurants in the cause to protect the river through creative marketing strategies, including the sales of paper fish, contests among store employees and special events. Promotional materials for the campaign will emphasize the threats to the river and list 5 things citizens can do to protect the Chattahoochee.

While the campaign officially starts May 25, the Save the Hooch campaign will kick-off May 14 during the UCR's 13th annual River Revival at Park Tavern at Piedmont Park. The event, themed *The River Revival Watershed Sessions: An Atlanta Rockers Jam*, will feature performances from many local musicians, food, live and silent auctions, and of course, SweetWater beer.

Consumers can participate by donating buying a paper fish or souvenir t shirt at bars and restaurants throughout Atlanta such as Taco Mac, Williamson Brothers BBQ, Padriacs and many others. SweetWater Brewing Company, a 49,000-barrel microbrewery based in Atlanta, initiated the Save the Hooch Campaign in 2005 "as a way to help those who protect the most important ingredient in our beer," according to Steve Farace, Marketing Director for SweetWater. In 2008, the brewery received UCR's River Awareness Award for their service to the river and those who depend on it.

"We started this campaign in 2005 to help UCR continue their mission to protect the Chattahoochee River" says Steve Farace, SweetWater's Marketing Director. "To date, we have raised over \$100,000 and hope to raise over \$60,000 this year to enable UCR to 'Save the Hooch'"

UCR's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it. The Chattahoochee is considered the most used water resource in Georgia and is one of the most threatened rivers in the United States.

###