



KEEP TRUCKEE MEADOWS
BEAUTIFUL

MEDIA ALERT

FOR IMMEDIATE RELEASE

October 15, 2007

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Over 17 Tons of Trash Collected During the Truckee River Cleanup

Reno, Nevada. From Verdi to Sparks over 500 volunteers came together on a chilly morning to help clean up the river during the 10th annual Truckee River Clean-Up Day on September 29, 2007.

With the help of over 500 volunteers, over 17 tons of trash and debris was removed from within and along the Truckee River, and 30 storm drains were stenciled to prevent future dumping into the river. Trash was collected at Crystal Peak, Mayberry, Ambrose, Dorostkar, Oxbow, Bicentennial, Brodhead, Fisherman I, Fisherman II, John Champion, Rock, Glendale, and Cottonwood parks as well as from within the Truckee River by 22 kayakers.

Following the cleanup volunteers were treated to a BBQ at Rock Park sponsored by Albertson's and the Great Basin Brewing Co. Other partners and sponsors include: Keep Truckee Meadows Beautiful, Nevada Econet, The Truckee River Fund, Washoe County, The City of Sparks, The City of Reno, Big Brothers & Big Sisters, Tahoe Whitewater Tours, Truckee River Yacht Club, Champions of the Truckee River, REI, Reno-Sparks Indian Colony, and dSk.

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