

## **For Immediate Release**

Save The Poudre Coalition: Poudre Waterkeeper

December 14, 2009

[www.SaveThePoudre.org](http://www.SaveThePoudre.org)

Contacts:

Gary Wockner, [Save The Poudre](#), 970-218-8310

Marc Yaggi, [Waterkeeper Alliance](#), 914-674-0622 x14

Bryan Simpson, [New Belgium Brewing](#), 970-221-0524

## **SAVE THE POUUDRE JOINS ROBERT F. KENNEDY JR'S WATERKEEPER ALLIANCE, RECEIVES \$40,000 GRANT FROM NEW BELGIUM BREWING**

**Fort Collins, CO** -- The battle to Save The Cache la Poudre River of northern Colorado was bolstered this week by two important announcements. First, the Save The Poudre Coalition's proposal to start a "Poudre Waterkeeper" was accepted by the Waterkeeper Alliance, a growing worldwide alliance of 192 local water preservation organizations founded and directed by Robert F. Kennedy, Jr. The Alliance, based in New York, helps local communities stand up for their right to clean water and for wise and equitable use of water resources.

Second, to help jump-start Save The Poudre's new status as the "Poudre Waterkeeper," New Belgium Brewing of Fort Collins donated \$40,000 to ensure the Save The Poudre's continued success. New Belgium has an active philanthropy program committed to improving the health of the natural environment and inspiring people to joyously embrace sustainable choices.

"We are proud to have this new Poudre Waterkeeper and its Save The Poudre Coalition join our ranks," said [Robert F. Kennedy, Jr.](#), Waterkeeper Alliance President. "And we are proud to support the fight to protect and restore the beautiful Cache la Poudre River."

"The Save the Poudre Coalition is doing excellent work," said Jenn Orgolini, Sustainability Director of New Belgium Brewing. "We want this Poudre Waterkeeper to grow and thrive as it works to protect this great river that flows through Fort Collins right in front of our brewery."

Save The Poudre Coalition Director, Gary Wockner, with Robert F. Kennedy, Jr., President of the Waterkeeper Alliance. [A hi-resolution version of this photo is available for download by clicking here and can be freely reprinted, courtesy "Save The Poudre: Poudre Waterkeeper".](#)

"The citizens of northern Colorado are extremely fortunate," said Gary Wockner of the Save The Poudre Coalition. "The Waterkeeper Alliance is a visionary and effective

group, and New Belgium Brewing is a visionary and extremely generous company. The battle to save the Poudre is growing stronger every day."

About Waterkeeper Alliance:

Waterkeeper Alliance is a global environmental movement uniting more than 190 Waterkeeper organizations around the world and focusing citizen advocacy on the issues that affect our waterways, from pollution to climate change. Waterkeepers patrol more than 100,000 miles of rivers, streams, and coastlines in the Americas, Europe, Australia, Asia, and Africa. Part scientist, teacher, and legal advocate, Waterkeepers combine firsthand knowledge of their waterways with an unwavering commitment to the rights of their communities and to the rule of the law. Whether on the water, in a classroom, or in a courtroom, Waterkeepers speak for the waters they defend -- with the backing of their local community and the collective strength of Waterkeeper Alliance. Waterkeeper Alliance ensures that the world's Waterkeepers are as connected to each other as they are to their local waters, organizing the fight for clean water into a coordinated global movement.

About New Belgium Brewing:

New Belgium Brewing Company, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces seven year-round beers; Fat Tire Amber Ale, Sunshine Wheat, Blue Paddle Pilsner, 1554 Black Ale, Abbey, Mothership Wit and Trippel, as well as several seasonal releases. In addition to producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management and a commitment to environmental stewardship.

The Save The Poudre Coalition is made up of 16 national, state, and regional groups including: National Wildlife Federation, Clean Water Action, Defenders of Wildlife, American Rivers, American Whitewater Association, Western Resource Advocates, Colorado Environmental Coalition, Lighthawk, Environment Colorado, Sierra Club – Rocky Mountain Chapter, Fort Collins Audubon Society, Citizen Planners, Wolverine Farm Publishing, Poudre Paddlers, Friends of the Poudre, and the Cache la Poudre River Foundation. Membership in these groups totals over 3 million American citizens.