

For Immediate Release

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Save The Poudre: Poudre Waterkeeper

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NCWCD Prints Mocking "Save the Poudre" Bumper Sticker, Steals Name

Fort Collins, CO -- As their latest desperate ploy to push the Northern Integrated Supply Project (NISP) and its Glade Reservoir forward, the Northern Colorado Water Conservancy District (NCWCD) has printed a bumper sticker that mocks anybody who disagrees, including the taxpaying citizens who fund its budget. Additionally, the bumper sticker represents trade name and copyright theft of the name "Save the Poudre."

Today, after a Colorado Open Records Act request from the real "Save the Poudre" (that's us!), NCWCD admitted that they printed and have distributed a bumper sticker that says: "Save the Poudre: Store it in Glade."

The bumper sticker is now publicly posted

here <http://www.gladereservoir.org/Docs/save%20the%20poudre.pdf> on their website and presented (not shown here).

"This bumper sticker is a deliberate lie and a cynical ploy," said Gary Wockner, Director of Save the Poudre. "It mocks the Fort Collins City Council, mocks the taxpaying citizens of NCWCD, mocks the northern Colorado business community, mocks the U.S. Environmental Protection Agency, mocks the State of Colorado Water Quality Control Division, and mocks the 3 million American citizens who are members of groups in the Save the Poudre Coalition. This bumper sticker reeks of infantile desperation."

The Fort Collins City Council voted unanimously to oppose NISP/Glade. Northern Colorado's only business newspaper -- the Northern Colorado Business Report -- opposed NISP/Glade. The U.S. Environmental Protection Agency issued a scathing critique of NISP/Glade including a veto threat. The State of Colorado Water Quality Control Division issued a scathing critique of NISP/Glade. And, one of the largest citizens' coalitions in western America -- the Save the Poudre Coalition -- is 100% committed to stopping the project. NISP/Glade is now over 6 years late and its price tag has escalated from \$350 million to \$490 million with no end in sight to the delays and cost overruns.

"We are investigating legal action for trade name and copyright theft of 'Save the Poudre'," continued Wockner. "We have a registered trade name -- 'Save the Poudre' -- with the State of Colorado. They have PRESS RELEASE: NCWCD PRINTS MOCKING "SAVE THE PO... 1 of 2 7/16/2010 2:09 PM stolen our trade name and they are using it against us. Every business person understands that this is a serious legal

issue. We've been so successful at stopping their project, they now are desperately resorting to stealing our name."

NCWCD is a government agency funded by the property taxes of northern Colorado citizens. The bumper sticker uses the same color and font as that of the real "Save the Poudre."

"It's a wacky week for water plagiarism in Colorado," said Wockner.

Save The Poudre: Poudre Waterkeeper is made up of 19 national, state, and regional groups including: Waterkeeper Alliance, National Wildlife Federation, Clean Water Action, Wild Earth Guardians, the Xerces Society, 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.