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FOR IMMEDIATE RELEASE:

BLACK WARRIOR RIVERKEEPER REACHES 10,000 MYSPACE SUPPORTERS Alabama Water Advocacy Group Becomes Finalist for International MySpace Award

Birmingham, AL. One of the first non-profit environmental organizations in America to use the social-networking website MySpace.com for online outreach, Black Warrior Riverkeeper recently gained over 10,000 “MySpace Friends” in the last 18 months. Riverkeeper’s official MySpace page has received over 31,000 unique website hits in 18 months as well.

Black Warrior Riverkeeper’s MySpace URL is: http://www.myspace.com/black_warrior_riverkeeper

Black Warrior Riverkeeper has enjoyed international success using MySpace to educate and rally thousands of citizens. Around Earth Day in April 2006, MySpace began encouraging its users to utilize MySpace for social good, particularly defending the environment. MySpace contacted Black Warrior Riverkeeper at that time and offered to display Black Warrior Riverkeeper’s site on their prominent “OurPlanet” environmental page (www.myspace.com/ourplanet), where they encourage millions to “Be Part Of the Solution”.

In March 2007, MySpace launched their Impact Channel (www.impact.myspace.com/) – “A Place To Make A Difference.” This “channel” is dedicated to non-profits and political issues. Currently they are promoting all presidential candidates and educating citizens about the candidates views. The MySpace Impact Channel regularly shows Riverkeeper’s many public service announcements, such as this one from Hurricane Creek in Tuscaloosa County: <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=1464458124>

In April 2007, Black Warrior Riverkeeper was nominated as one of 3 Finalists the prestigious MySpace Impact Award – “Honoring MySpace Members For the Positive Impact They’ve Had On Our Culture.” This nomination provided tremendous promotional opportunities for Black Warrior Riverkeeper. Black Warrior Riverkeeper received \$2,500 as a result of this nomination, when the winner, Surfrider Foundation, generously decided to share part of their \$10,000 prize with their fellow finalists.

Black Warrior Riverkeeper’s Charles Scribner and David Whiteside talk to MySpace headquarters regularly, in order to advise them about improving non-profit outreach potential for Black Warrior Riverkeeper and all other nonprofits that use the site. Whiteside has met with MySpace, the world’s most visited website, at their corporate headquarters in Beverly Hills, California. MySpace noticed Black Warrior Riverkeeper’s online efforts relatively quickly and use the Alabama non-profit group as an example of the potential for MySpace to empower the public and improve their communities.



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Black Warrior Riverkeeper launched its MySpace.com website officially in December 2005. Today Riverkeeper has over 10,000 friends, many of whom are in Tuscaloosa, Birmingham or spread throughout the world. This site has received over 31,000 unique website hits in 18 months. Specifically, this virtual outreach has helped make the Black Warrior Riverkeeper brand and mission well known across the University of Alabama, Tuscaloosa County, Birmingham, and other parts of the Black Warrior Watershed.

Riverkeeper can send photos, slideshows, videos, press releases, news articles, events information, etc. instantaneously to thousands of supporters. Riverkeeper has found many volunteers and other supporters through this free resource. Citizens can contact Black Warrior Riverkeeper through this interactive site to report pollution, volunteer, become a member, ask questions, and much more. The possibilities to distribute information and content are as limitless as the internet itself.

This sponsorship is responsible for this Riverkeeper organization's reach outside of the Black Warrior River watershed, Alabama, and the U.S. - places a small, non-profit organization could not possibly have the resources to reach on such a large scale. In fact, MySpace recently helped Riverkeeper recently get new members from California and the Netherlands. It has helped sell Black Warrior Riverkeeper T-shirts as far away as Wyoming and upstate New York. This nationwide and international support may seem tangential to local Black Warrior Riverkeeper in Alabama. However, it turns out to be very important as we are one of 153+ autonomous Waterkeeper programs of Robert F. Kennedy Jr.'s Waterkeeper Alliance (www.waterkeeper.org)

Black Warrior Riverkeeper has used its positive experience with MySpace outreach to help teach other non-profit organizations how to utilize the site most effectively. Groups Black Warrior Riverkeeper has taught include the Friends of Red Mountain Park, Waterkeeper Alliance, and several of Black Warrior Riverkeeper's fellow local Waterkeeper programs, such as Tuscaloosa's Hurricane Creekkeeper.

There are over 179 million registered users on MySpace and it recently became the most visited website in the world. In August 2006, according to comscore Media Matrix, roughly 34% of Myspace users were from 18-34, and over 40% of Myspace users were from 35-54. Comscore Media Matrix provides industry-leading Internet audience measurement services.

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Founded in 2001 by David Whiteside, Black Warrior Riverkeeper is a citizen-based, non-profit organization working to protect and restore the Black Warrior River and its tributaries in order to ensure clean water, a healthy aquatic environment, and the recreational and aesthetic values of the river. Riverkeeper works to protect our water resources by monitoring the watershed, educating the public, and holding major polluters accountable for their violations. Black Warrior Riverkeeper is a proud member of Waterkeeper Alliance (www.waterkeeper.org). Riverkeeper is celebrating its 10,000 MySpace friends and other accomplishments at a benefit concert at Birmingham's Bottletree Café on Thursday June 14th from 8pm to 2am.

To schedule an interview contact:

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