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Save the Black Warrior with SweetWater Brewing Company

Annual Campaign with Black Warrior Riverkeeper in Tuscaloosa and Birmingham: June 1 - July 7

Birmingham/Tuscaloosa –SweetWater Brewing Company is launching its annual “Save the Black Warrior” program, which has raised more than \$35,000 to date to support Black Warrior Riverkeeper’s water protection efforts since the partnership began in 2008. Save the Black Warrior takes place at participating Tuscaloosa and Birmingham restaurants and bars beginning Friday, June 1 through Saturday, July 7.

Throughout the program, people in Birmingham and Tuscaloosa can visit their favoritewatering holes and purchase “paper fish” for \$1, \$5 or \$10, or a Save the Black Warrior T-shirt, helping raise awareness and funding for river protection. To see the list of participating establishments and learn other ways to help, visit www.savetheblackwarrior.com. This website also features an onlinecontest to win an Arc'teryx jacket donated by Mountain High Outfitters, who is sponsoring Save the Black Warrior along with H2 Real Estate.

SweetWater organizes “Save the Waterways” collaborations with other Waterkeeper Alliance organizations in the Southeast, including French Broad Riverkeeper, Mobile Baykeeper, Neuse Riverkeeper, Charleston Waterkeeper, Apalachicola Riverkeeper, St. Johns Riverkeeper and Upper Chattahoochee Riverkeeper.

Last year, SweetWater launched Waterkeeper Hefeweizen, an unfiltered alecreated specifically to bring awareness to the Waterkeeper organizations, their mission, and their “Save the Waterways” campaigns. The brew will hit draft taps across the Southeast later this month.

“2012 is particularly exciting because Save the Black Warrior coincides with our nonprofit’s [10th Anniversary](#),” said Charles Scribner, Executive Director of Black Warrior Riverkeeper. On June 6, SweetWater is providing the beer for “[Cruisin’ on the River](#),” Black Warrior Riverkeeper’s 10th Anniversary event on Tuscaloosa’s Bama Belle Riverboat.

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Black Warrior Riverkeeper is a citizen-based nonprofit organization whose mission is to protect and restore the Black Warrior River and its tributaries. A member of Waterkeeper Alliance, Black Warrior Riverkeeper won Alabama Environmental Council’s 2007 Conservation Organization of the Year and American Canoe Association’s 2008 Green Paddle Award. Nelson Brooke, Riverkeeper, won Alabama Rivers Alliance’s 2010 River Hero Award. In 2011, the Black Warrior was chosen for American Rivers’ list of Most Endangered Rivers. For more information, please visit www.blackwarriorriver.org. Charles Scribner, Executive Director: 205-458-0095, cscribner@blackwarriorriver.org.

SweetWater Brewing Company is an Atlanta-based craft brewery specializing in aggressive West Coast style beers. SweetWater’s brews are unpasteurized and designed to be consumed fresh so distribution is limited to the Southeast. The award-winning lineup of year-round brews includes SweetWater 420, IPA, Exodus Porter, Blue, LowRYEder and Georgia Brown. SweetWater also features a Catch and Release series of beers available on a limited basis throughout the year, and an experimental, one-time-only Dank Tank series. The SweetWater Brewery, open for tours every Wednesday, Thursday and Friday from 5:30 -7:30 p.m. and Saturdays from 2:3- 4:30 p.m., is located at 195 Ottley Dr. NE, Atlanta GA 30324. For more information about SweetWater Brewing Company, please visit www.sweetwaterbrew.com. Francesca Zeifman, PR Manager, 404-691-2537, francesca@sweetwaterbrew.com.