

For Immediate Release: June 26, 2014



SweetWater and Black Warrior Riverkeeper Renew “Save Our Water” Program in Tuscaloosa *Brewery’s annual campaign raises thousands for Waterkeeper® Alliance groups across the Southeast*

Tuscaloosa – In over 20 Tuscaloosa businesses between July 4 and Labor Day, [SweetWater Brewing Company](#) will raise money and awareness for [Black Warrior Riverkeeper](#), a nonprofit clean water advocacy organization. SweetWater realizes the importance of protecting the South’s vital water sources. The Atlanta-based brewery has again teamed up with the [Waterkeeper Alliance](#) – a global movement of on-the-water advocates who patrol and protect worldwide waterways – for their *Save Our Water* campaign, supporting the conservation of the Southeast’s most threatened rivers, streams and coastlines.

SweetWater’s *Save Our Water* campaign encourages patrons to “give of your liver to save the river” by enjoying SweetWater’s seasonal [Waterkeeper Hefeweizen](#) ale, purchasing campaign t-shirts, and making paper fish donations at participating restaurants, bars and retail accounts where the beer is sold across the Southeast. Additionally, patrons can visit [waterkeeperblue.org](#) to donate online, or purchase a custom *Save Our Water* pint glass at SweetWater’s weekly brewery tours.

The cause is near and dear to the brewery as clean water is also vital to the creation of their tasty brews. In 2011 SweetWater launched Waterkeeper® Hefeweizen, a beer with a cause, helping to spread the campaign’s mission right on the beer label. Now, as part of their seasonal Catch & Release line-up, the unfiltered brew made its return to shelves and draft taps earlier this June.

SweetWater founded the *Save Our Water* program in 2006 with its local Chattahoochee Riverkeeper in Atlanta, and efforts grew larger as the brewery did. Since the inception of the program eight years ago, SweetWater has raised more than \$700,000 for the cause, with a whopping \$150,000 raised in 2013 alone. Today, the *Save Our Water* campaign supports more than 35 Waterkeeper organizations in Southeastern cities where the brewery distributes beer including Georgia, Florida, Alabama, Tennessee, North Carolina and South Carolina, Kentucky, Louisiana and Virginia.

In Tuscaloosa, Black Warrior Riverkeeper protects the Black Warrior River and Lake Tuscaloosa, the city's drinking water source. Scott Smith of [Supreme Beverage Company](#) and Trent Tiffin of [The University of Alabama](#) will help run *Save Our Water* in Tuscaloosa. [Mountain High Outfitters](#) will donate prizes to bartenders and servers who raise the most money for Black Warrior Riverkeeper.

“SweetWater has been an amazing corporate partner for Black Warrior Riverkeeper since 2006,” said Charles Scribner, Executive Director of Black Warrior Riverkeeper. “It has been exciting to see them support more Waterkeepers throughout the South each year.”

To view the participating businesses in Tuscaloosa, visit: [Blackwarriorriver.org/news/save-our-water-2014.html](#)

###

MEDIA CONTACT: Francesca Zeifman | Communications Manager | 404.691.2537 ext. 227 | francesca@sweetwaterbrew.com

About WATERKEEPER® Alliance: Waterkeeper Alliance is a global movement uniting more than 200 Waterkeeper organizations and focusing citizen advocacy on the issues that affect our waterways, from pollution to climate change. Waterkeepers patrol and protect more than 1.5 million square miles of rivers, streams and coastlines in the Americas, Europe, Australia, Asia and Africa. Waterkeeper Alliance was founded in 1999 by veteran Waterkeepers and Robert F. Kennedy, Jr. to insure our global waterways are swimmable, drinkable and fishable. Learn more at: [www.waterkeeper.org](#) or follow @Waterkeeper on Twitter and Facebook.

ABOUT SWEETWATER BREWING COMPANY: SweetWater Brewing Company is an Atlanta-based craft brewery following the motto “Don’t Float the Mainstream!” SweetWater’s brews are unpasteurized and designed to be consumed fresh so distribution is limited to the Southeast. SweetWater Brewery, open for tours every Wednesday, Thursday and Friday from 5:30-7:30 p.m., and Saturdays and Sundays from 2:30-4:30 p.m. For more information about SweetWater Brewing Company, please visit [sweetwaterbrew.com](#). Follow SweetWater on Twitter and Instagram @sweetwaterbrew, and become a fan on Facebook: [www.facebook.com/sweetwaterbrew](#).