



**For Immediate Release  
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**Black Warrior Riverkeeper Launches New Video on Earth Day 2010**

On this 40<sup>th</sup> anniversary of Earth Day, Black Warrior Riverkeeper is launching a three-minute video produced by Lewis Communications to help promote awareness about their mission of protecting and restoring the Black Warrior River and its tributaries.

The first Earth Day in April 1970 struck a chord with policymakers across the nation and helped set into motion the development of the U.S. Environmental Protection Agency. Legislation such as the Clean Water Act, the Clean Air Act and the Endangered Species Act emerged in the wake of 1970 Earth Day.

The video launching today shows how Black Warrior Riverkeeper puts legislation to work for the sake of water quality, public health, wildlife habitat, and recreation. Black Warrior Riverkeeper is one of over 190 autonomous organizations around the world that make up the Waterkeeper Alliance. Riverkeeper staff patrol waterways, educate the public, and hold polluters accountable in an effort to keep our waterways clean.

The Black Warrior River watershed contains 16,145.89 miles of mapped water, and covers 6,276 square miles through 17 Alabama counties. It is a major source of drinking water, a home for diverse wildlife, and an outdoor haven for leisure and recreation.

In 1970, 20 million Americans turned out in support of the first ever Earth Day. They had no idea the impact they were going to have on environmental legislation. Forty years later, when Green is a buzzword of the times, there are still huge strides to be made, but every little action has an impact.

To learn more about Black Warrior Riverkeeper and to view the video, please visit [www.blackwarriorriver.org](http://www.blackwarriorriver.org).

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Black Warrior Riverkeeper ([www.blackwarriorriver.org](http://www.blackwarriorriver.org)) is a citizen-based nonprofit environmental advocacy organization whose mission is to protect and restore the Black Warrior River and its tributaries. A proud member of Waterkeeper Alliance, Black Warrior Riverkeeper was the Alabama Environmental Council's 2007 Conservation Organization of the Year and the American Canoe Association's 2008 Green Paddle Award winner. The staff Riverkeeper, Nelson Brooke, won the Alabama Rivers Alliance's 2010 River Hero Award. For more information, contact Charles Scribner, Executive Director: (205) 458-0095, [cscribner@blackwarriorriver.org](mailto:cscribner@blackwarriorriver.org) or Nelson Brooke, Riverkeeper: (205) 458-0095, [nbrooke@blackwarriorriver.org](mailto:nbrooke@blackwarriorriver.org).