



For Immediate Release...

August 18, 2010

**LIKE CLEAN DRINKING WATER? THEN HELP SWEETWATER BREWING COMPANY SAVE THE BLACK WARRIOR!  
*Annual Campaign with Black Warrior Riverkeeper throughout September in Tuscaloosa and Birmingham***

**ATLANTA** – SweetWater Brewing Company is getting ready to re-launch its annual Save the Black Warrior campaign, which has raised more than \$20,000 to support Black Warrior Riverkeeper’s river patrol and water quality monitoring programs since the partnership started in 2008. Save the Black Warrior 2010 begins at participating Tuscaloosa and Birmingham bars and restaurants on September 1<sup>st</sup> and runs through the month of September.

“Our Save the Black Warrior campaign with SweetWater shows that citizens and businesses can collaborate creatively to protect drinking water, wildlife habitat, and river recreation,” said Charles Scribner, Executive Director of Black Warrior Riverkeeper. “SweetWater’s efforts have provided crucial funding for Riverkeeper’s water advocacy efforts, while also involving countless people in protecting water quality.”

How can you get involved? Simply visit your favorite local watering holes in September and purchase paper fish for \$1, \$5 or \$10, or a custom-made Save the Black Warrior t-shirt, to help raise awareness and much-needed cash for the river. To find a complete list of establishments involved in this effort and other ways to help, please visit [www.savetheblackwarrior.com](http://www.savetheblackwarrior.com)

Save the Black Warrior will include kickoff concerts in Tuscaloosa and Birmingham, both featuring rock and bluegrass legends Rollin’ in the Hay. The Tuscaloosa concert, on Thursday, August 26<sup>th</sup>, will be at the Dixie (Formerly called Jupiter Bar and Grill, still 1307 University Blvd) from 9pm to Midnight. The Birmingham concert will follow early in September at Rogue Tavern (2312 2nd Ave N) from 8pm to Midnight on Thursday, September 9<sup>th</sup>. A \$10 cover charge at both events will benefit Black Warrior Riverkeeper’s anti-pollution efforts. The lead sponsors are Mountain High Outfitters and Silverrock Cove.

**About SweetWater Brewing Company:** 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 line-up of year-round brews includes SweetWater 420, SweetWater IPA, SweetWater Blue 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 at 5:30 p.m. and Saturday at 2:30 p.m., is located at 195 Ottley Dr NE, Atlanta GA 30324. For more information about SweetWater Brewing Company, please visit [www.sweetwaterbrew.com](http://www.sweetwaterbrew.com).

**About Black Warrior Riverkeeper**

Black Warrior Riverkeeper 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. Our staff Riverkeeper, Nelson Brooke, won the Alabama Rivers Alliance’s 2010 River Hero Award. For more information contact Charles Scribner, Executive Director at 205-458-0095 or [cscribner@blackwarriorriver.org](mailto:cscribner@blackwarriorriver.org) or visit [www.BlackWarriorRiver.org](http://www.BlackWarriorRiver.org).

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