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**SweetWater Brewing Company Helps Save the Black Warrior**

***Annual Campaign with Black Warrior Riverkeeper in Tuscaloosa and Birmingham: May 20-July 10***

**Birmingham/Tuscaloosa** – Today, SweetWater Brewing Company launches its annual “Save the Black Warrior” program, which has raised more than \$30,000 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 today Friday, May 20<sup>th</sup> through Friday, July 10<sup>th</sup>.

To get involved, visit your favorite watering holes and purchase “paper fish” for \$1, \$5 or \$10, or a custom-made Save the Black Warrior T-shirt, helping raise awareness and much-needed cash for the river. To see the list of participating establishments and learn other ways to help, visit [www.savetheblackwarrior.com](http://www.savetheblackwarrior.com). This website also features a contest to win an Arc'teryx jacket donated by Mountain High Outfitters, who is sponsoring Save the Black Warrior along with Silvercock Cove.

“This year’s Save the Black Warrior program is especially relevant because it starts just three days after American Rivers selected the Black Warrior for its 2011 list of Most Endangered Rivers™,” said Charles Scribner, Executive Director of Black Warrior Riverkeeper.

SweetWater runs similar river protection collaborations with other Waterkeeper Alliance organizations in the South, including French Broad Riverkeeper, Mobile Baykeeper, Neuse Riverkeeper, and Upper Chattahoochee Riverkeeper. This season, SweetWater also launched a new Waterkeeper Ale, a hefeweizen brew created specifically to bring awareness to the Waterkeeper organizations, their mission and the campaigns at hand.

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**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, Blue, Sch’Wheat 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). **Contact:** Tara Murphy, 360 Media, Inc: 404-577-8686, [info@360media.net](mailto:info@360media.net).

**Black Warrior Riverkeeper** ([www.blackwarriorriver.org](http://www.blackwarriorriver.org)) 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. On May 17, 2011, the Black Warrior was chosen for American Rivers’ list of Most Endangered Rivers™. **Contact:** Charles Scribner, Executive Director: 205-458-0095, [cscribner@blackwarriorriver.org](mailto:cscribner@blackwarriorriver.org).