**2016 Vermont River Cleanup Event  
Post-Event Press Release: Instructions and Template**

Personalize the template below by replacing red text with your own information. Include photos with captions. Send the completed release to your local media contacts in the body of the email instead of as an attachment. This template may be downloaded at: [www.watershedsunitedvt.org/vtrivercleanup/organize](http://www.watershedsunitedvt.org/vtrivercleanup/organize)

**EMAIL SUBJECT LINE:** PRESS RELEASE: [Insert Press Release Title]

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT:**[Contact Name]  
[Contact Title]  
[Organization]  
[Phone Number]  
[Email Address]

**Volunteers Pitch in to Help [Organization] Clean Up the [XXX] River**

A river cleanup hosted by [Organization] on [date] brought [number] neighbors and friends together to get their feet wet and their hands dirty on behalf of river health. Working together, the group hauled [number] pounds of trash from the river and recycled or responsibly disposed of the materials. Local assistance was provided by Cleanup sponsors [list any local sponsors].

[Insert quote from a volunteer.]

[Organization] is busy throughout the year, so there are plenty more opportunities to get involved. [Describe a few key volunteer opportunities.]

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[Place organization’s boilerplate here: 2-5 sentence summary of the organization’s mission, including website and/or phone number.]

September is Vermont’s official River Cleanup Month, when groups throughout the state pitch in to haul trash from shorelines and riverbeds. Watersheds United Vermont, a statewide network of local watershed groups, coordinated activities statewide along with Source to Sea and American Rivers. You can find more information about these events at [www.watershedsunitedvt.org/vtrivercleanup](http://www.watershedsunitedvt.org/vtrivercleanup).

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