



*Keeping Watch Over Our Waters*

FOR IMMEDIATE RELEASE

Sunday, March 22, 2020

**Celebrate World Water Day online with 10,000 members of  
Chattahoochee Riverkeeper**

ATLANTA, GA. – Today, on World Water Day, Chattahoochee Riverkeeper (CRK) will celebrate its 10,000 members and their critical role in protecting the river that provides drinking water to more than five million people and 70% of metro Atlanta.

World Water Day aims to bring people together in recognition of the water we all depend on. To celebrate, CRK is officially launching its first-ever membership campaign, called MyHooch, in an effort to grow from 10,000 to 15,000 members.

[MOXIE](#), a marketing solutions agency, provided the research and design work for the MyHooch campaign to CRK pro-bono. “The Chattahoochee River is as important and diverse as the city and surrounding area that it runs through,” said Elsa Güereña, account manager with MOXIE. “MyHooch amplifies and specifies Chattahoochee Riverkeeper’s message that we all share ownership of the river in our own unique way. We can’t wait for new and continuing supporters of Chattahoochee Riverkeeper to show off their individual MyHooch style.”

The Myhooch campaign can be found online at [myhooch.org](http://myhooch.org) and within the CRK [online store](#). Those who visit [myhooch.org](http://myhooch.org) can choose from seven river-related designs, each created to appeal to the millions more that depend on the river for drinking water, electricity, recreation, irrigation and other critical functions.

“Chattahoochee Riverkeeper is grateful to MOXIE and the dozens of other businesses that have subscribed to this membership campaign. While CRK has the knowledge and tools to protect the river, we need the support of thousands more people to carry out this important work,” said Jason Ulseth, Riverkeeper.

Established in 1994, CRK has been dedicated to restoring, protecting and preserving this liquid lifeline for 26 years using trash cleanups, advocacy, water quality testing, education, community outreach, litigation, and more. This work has resulted in an 80% reduction in bacteria in the river as compared to 30 years ago.

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*About Chattahoochee Riverkeeper*

*CRK's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it. For more information, visit [www.chattahoochee.org](http://www.chattahoochee.org).*

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