



FOR IMMEDIATE RELEASE

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Volunteers welcome at socially distant cleanups throughout watershed

ATLANTA, GA | Trash threatens the health of our shared waterways, but Chattahoochee Riverkeeper's annual Sweep the Hooch cleanup and new crowdfunding initiative aims to empower people to take litter pollution into their own hands.

Sweep the Hooch is an annual watershed-wide trash cleanup that brings together hundreds of volunteers each year at dozens of parks, tributaries, and access points along the Chattahoochee River.

While this year's cleanup has been rescheduled in response to the global COVID-19 pandemic, organizers are hopeful that the event will still have a positive impact on the river we all share. Last year, more than 1,100 dedicated community volunteers gathered a record-setting 32 tons of trash and tires from and along the Chattahoochee River and its tributaries in just one day.

"Despite all the success we've had in past years, trash continues to plague the Chattahoochee River," said Tammy Bates, Outings Manager with CRK, who has seen firsthand discarded single-use personal protective equipment like gloves and masks in our tributaries. "So much depends on the health of this waterway, so supporting cleanups like Sweep the Hooch along with CRK's other water quality projects is absolutely vital."

In honor of Sweep the Hooch celebrating its 10th anniversary, CRK is encouraging everyone to fundraise on behalf of their favorite spot on the river using an online donation platform. All funds raised will support the organization's year-round cleanup efforts, including volunteer opportunities and in-stream trash collection devices.

Sweep the Hooch will take place on Saturday, August 29, from 9 a.m. to 12 p.m. at dozens of cleanup sites throughout the watershed, where volunteers will have the opportunity to walk, wade or paddle to gather trash. Masks or face coverings will be required for all in attendance. Hand sanitizer will be available.

Volunteers should register for their site by Tuesday, August 25 at 12 p.m. Once a site reaches its capacity, registration for that particular site will close. Individual registration is required, but family, friends, coworkers and neighbors are welcome to sign up as a team to clean up their community together.

CRK is proud to recognize supporters of this event:

River Champion: The Arthur M. Blank Family Foundation, The Home Depot, Geiger: A
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Southwire, UPS

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For more information on how to register or how to support Chattahoochee Riverkeeper's cleanup efforts, visit sweepthehooch.org.

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Chattahoochee Riverkeeper's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it.

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