

Sierra Nevada Brewing Co. Launches Wild Rivers Campaign

In partnership with Western Rivers Conservancy

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Chico, CA – Sierra Nevada Brewing Co.—an environmental leader in the craft brewing industry—announced today the launch of the “Wild Rivers” campaign to help keep our waterways clean and healthy.

For every 12-pack of Pale Ale and Summerfest Lager purchased in the U.S. this May, Sierra Nevada will donate a portion of proceeds to Western Rivers Conservancy, a nonprofit partner based in Portland, Oregon.

Sierra Nevada Brewing Co. has been an active supporter of Western Rivers for many years. This partnership helps to raise awareness and increase stewardship of the vital waterways and ecosystems they help to preserve.

“Our beer is a product of our surroundings,” said Ken Grossman, Founder and President of Sierra Nevada Brewing Co. and member of the board of directors for Western Rivers Conservancy. “Sierra Nevada is not just the name of our brewery, but also a place with its own unique environment. We need to do our part in protecting that environment for generations to come.”

Proceeds from the Wild Rivers campaign will support Western Rivers Conservancy’s work to create river parks and protected natural areas along rivers like the Klamath River in California, the John Day in Oregon, the Hoh River in Washington and the Bear River in Utah.

“Sierra Nevada is known for its quality and integrity. It’s an environmentally responsible company that makes great beer,” said Phillip Wallin, Western Rivers Conservancy’s President. “We are proud to partner with Sierra Nevada, and with the public’s help, we can conserve precious habitat for fish, wildlife and people.”

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Sierra Nevada Brewing Co. was founded in 1980 as one of America’s first microbreweries. Since its inception, the brewery has pioneered many innovations to conserve resources and focus on sustainable business practices. The majority of the brewery’s electrical energy needs are produced on-site with fuel cells and the nation’s largest private solar installation. Sierra Nevada is regarded as the standard of quality for American craft brewers and has won numerous awards for its beers and ales. The brewery continues to be 100% owned by founder Ken Grossman.
www.sierranevada.com

Western Rivers Conservancy protects outstanding river ecosystems in the western United States. The Conservancy acquires land to conserve critical habitat, provide public access for compatible use and enjoyment, and cooperates with other agencies and organizations to secure the health of whole ecosystems. www.westernrivers.org

The campaign launches at retailers nationwide on May 1, 2009, and continues through May 31.