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PRESS ADVISORY

EMBARGOED UNTIL Wednesday, April 22, 2015

Every Day is Earth Day

The FRWC offers at least two opportunities each week from May until the end of October for residents to experience the wonders of our watershed and keep it healthy.

Flint, MI. April 22, 2015 – The following is an Earth Day Message from Rebecca Fedewa, Executive Director or the Flint River Watershed Coalition. Fedewa is available for phone, radio and TV interviews on April 22nd is from 8 am – 10:30am and 2 pm – 6 pm

I've decided to let you in on a little secret: I'm not a fan of Earth Day. I understand its intent to raise awareness and engage people of all ages to do something good for the earth. But in my opinion...Every Day is Earth Day. I guess that is why I do what I do and love what I do.

My mission is to equip you and your neighbors, the farmer a couple miles down the road, the corporate rep and the small business owner, the kayakers and anglers, the high school science club and teachers...To give each of you the tools and the information you need to help protect, preserve, and improve the Flint River Watershed. I want to help you make every day Earth Day, too.

April ushers in the most exciting season to be in and around the river, creeks, and lakes of the Flint River Watershed. There are many opportunities to come out and experience the wonders of our watershed for yourself, and the FRWC offers at least two a week from May through October. Come cycling with the Friends of the Flint River Trail. Journey down the Flint River in a kayak. Become a citizen scientist between April 30th and May 14th through the Benthic Monitoring program. Teach your neighbors how "Seven Simple Steps" will keep pollution out of your local storm drain and out of our river. Join members of your community at one of the many cleanups in Genesee and Lapeer Counties on April 25th. Celebrate with us at one of the "Love Your Lakes" Picnics at Flint Park Lake or Thread Lake in July. Did you miss the Flint River Flotilla last year? Mark your calendar for August 8th because you have to experience this stretch of our river in the city of Flint. You won't regret any of these experiences, and I can guarantee that you'll walk away craving more! I challenge you to prove me wrong!

I would be remiss if I did not address the elephant in the room. It has been a tough year for the image of our Flint River. It really took a beating, but don't lose heart. I'm here to tell you that the state of our river and our watershed is good and consistently improving. I know this because with our volunteers' help we have the scientific data to show it. The FRWC will remain vigilant, serving as the Voice of the River with the support of science and a cool head to guide our work.

Yes. There is work to be done, but there is also fun to be had. Join me in making Every Day Earth Day!

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About the author:

Rebecca Fedewa has served as the executive director of the Flint River Watershed Coalition (FRWC) since 2008. With extensive non-profit experience in organizations dedicated to protecting and preserving freshwater ecosystems and watersheds, Rebecca brings a wealth of knowledge and enthusiasm to the FRWC. Rebecca is committed to growing the organization by empowering citizens to act as the voice of the Flint River in their own communities. rfedewa@flinriver.org

About the Flint River Watershed Coalition:

The FRWC is an organization representing individuals, businesses, community organizations, and local units of government sharing a vision of a healthier Flint River Watershed. We envision a day when the future of our drinking water is secure and the integrity of the Flint River is protected. We believe that all people should have access to the river for recreation, swimming, and fishing as well as the economic value it provides to our communities. The Flint River Watershed is increasingly healthy and strong, and offers many recreational, educational, and environmental opportunities. As the leading community-based advocate for clean water resources, the Flint River Watershed Coalition (FRWC) promotes efforts to protect, preserve, and improve our area's ecosystem through partnership, public education, scientific projects, and community involvement. The FRWC was incorporated as a non-profit 501c3 organization in August of 1998.

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Flint River Watershed Coalition: *Partnering to Protect, Preserve, and Improve the Flint River Watershed*

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