

Subaru drives National River Cleanup Week

by Bend Weekly News Sources

Company to provide vehicles, support for American Rivers Campaign

Subaru, the vehicle of the great outdoors, is partnering with American Rivers, the nation's leading river advocacy organization, to support National River Cleanup Week (June 2-10, 2007). Subaru of America, Inc. will provide both vehicles and financial support that will aid this year's cleanup efforts.

"Subaru is proud to be a part of National River Cleanup Week," said Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "With Symmetrical All-Wheel Drive as standard, Subaru is the brand of choice for outdoor enthusiasts, and so this event to protect and preserve the rivers so many of our customers avidly enjoy, is a natural fit for us."

Since its inception in 1992, National River Cleanup Week has helped to raise public awareness of the magnitude of trash accumulating in our nation's waterways. Over the years, more than 500,000 volunteers have participated in over 4,500 cleanups across the country, covering more than 100,000 miles of waterways. This past spring saw a record 422 cleanups, with an estimated 60,000 volunteers removing trash from their local rivers and streams.

"A healthy river is a valuable asset to any community, and we're encouraging everyone to be a part of a program that has removed over 1,000 tons of litter and debris from beloved rivers and streams all over the nation," said Rebecca Wodder, President of American Rivers. "Plenty of Subaru owners are already river lovers, so this is a perfect partnership."

In addition to providing a sense of accomplishment and contribution to a backyard river, the cleanups also are fun for everyone. That explains why so many environmental organizations, civic clubs, paddle-sports groups, federal and state agencies, and schools organize these events in their local communities.

Anyone wishing to organize a cleanup can do so by first identifying a stretch of river, stream or shoreline, and then registering the event online. To register a cleanup or volunteer to participate, visit: <http://www.nationalrivercleanup.org/index.php>. The website offers helpful tips for how to recruit volunteers and promote the event to the public, and other tips for conducting a successful cleanup. American Rivers supplies trash bags for every cleanup.

Along with support by Subaru of America, Inc., Green Mountain Coffee Roasters is offering a free coffee mug and coffee sample to organizers who register their cleanup online by April 15, 2007. Other corporate sponsors - including Old Town Canoes and Kayaks, and Thule car racks - are providing free prizes to lucky volunteers who win various contests (best photo, video, publicity, and student essay).

TRASH FACTS:

Type of Litter: Fast food waste (33%); Paper (29%); Aluminum (28%); Glass (6%); Plastic (2%); Other (2%).

How Long Litter Lasts: Orange peel (2-5 weeks); Paper bag (1 month); Cigarette butt (up to 5 years); Leather shoe (45 years); Plastic bottle (430 years); Aluminum can (200-500 years); Disposable diaper (550 years); Glass bottle (Approx. 1 million years); Styrofoam container (1 million years).

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