



RIVERS
are LIFE

REFLECTING ON OUR SECOND YEAR

July 2023 – June 2024



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TWO-YEARS STRONG

As we conclude the second year of Rivers are Life, it is incredible to reflect on all that we have accomplished. Originally launched as a collection of stories in July 2022, our work has grown significantly since—highlighting even more stories and expanding our direct impact through community initiatives.

Through **eight film premieres** this year, we were able to uplift the voices of River Heroes all over the world and support their work across **17 different waterways**. We are thankful to each of our River Heroes for allowing us to share their stories, and for their dedication to making our world a better place through their vital work.

In year two, we also completed **28 Projects** to further support our River Heroes and partner organizations such as Louisiana State University, Waterfront Partnership of Baltimore, EcoActUS, Chippewa Nature Center, WaterHaul and more. Through cleanup events, sponsorships, in-kind donations, branding and marketing support and fundraising efforts, the Projects provided educational opportunities and direct solutions to address waste in our rivers.

We believe in the power of storytelling to make a difference for our planet and our communities, and we're proud to see the growth in acclaim and recognition. Rivers are Life received awards at 12 festivals that featured our films this year. Our audience also continued to grow through distribution partnerships with The Weather Channel's Pattnr platform and WaterBear, and through the release of our inaugural podcast, Current Conversations.

We drew inspiration from our global Rivers are Life survey that was released at the end of 2023. People around the world share in our urgent mission to protect our planet's rivers. In fact, the survey found that 91% of people around the world agree that climate change must be acted on in 2024 and 59% of survey respondents indicated they "plan to clean their local rivers in 2024."

The survey results strengthened our belief that a platform that cultivates a human connection with rivers, like Rivers are Life will help people redefine and visualize the conversations surrounding the health

of global river systems, and ultimately, inspire every day people around the globe to take action in their local waterways and become river advocates.

We believe that every action is a step in the right direction, and as we uplift all that we've accomplished in just two years, we look forward to the continued momentum of Rivers are Life's impact in the years to come.



Katherine Horning

Katie Horning
BeAlive Director of Marketing,
Sustainability Brands



Seed clams being planted during the filming of *The Captain & The Super Clams*.



WHO WE ARE

Rivers are Life is a network of individuals, nonprofit organizations and corporate partners that are invested in the protection of rivers around the world. We understood the urgent need to bring attention to the true force and fragility of our river systems and inspire everyone to collectively act and treat them as the irreplaceable resources they are.

MISSION

Redefine the conversation surrounding negative impacts of the waste-stream on our global river systems. By establishing a platform that cultivates a human connection with rivers around the world, we aim to inspire people to get involved in improving, protecting and preserving rivers.

VISION

To usher in a new era of modern river conservation by showcasing our planet's river systems and celebrating the River Heroes who are working to protect them.



ESG COMMITMENTS

Rivers are Life looks to the Sustainable Development Goals (SDGs) developed by the United Nations as guideposts for our mission and operations. Built on decades of work, the SDGs are part of a collective partnership that seeks to address climate change while also improving health and education, reduce inequality, and spur economic growth.



UPLIFTING WATERWAYS

Rivers are Life is guided by a singular goal — to support those who are making a positive impact on our planet’s rivers. By amplifying the efforts of River Heroes who improve the quality of our planet’s waterways, it is important to our organization and supporters that our work is, in fact, effective and helpful. As we continue to grow and assess our impact, we will define key metrics to better understand how our work impacts River Heroes and the waterways they serve.



CARBON FOOTPRINT

We will develop a process to evaluate the impact of our carbon footprint of our operations and activities. Our team currently operates remotely so our primary impact on climate is through our travel and our vendors’ travel.

- In 2023-24, we will develop a methodology to measure our own travel impacts and will offset carbon emissions from that travel.
- We will also develop a methodology to track the carbon footprint of travel from our filming partners.
- In 2024-25, we will develop a methodology to track and report our Scope 1 and 2 emissions.



WASTE

Whenever possible, we will eliminate single use plastics, including straws and bottles in any meetings hosted by Rivers are Life.



CREATING A DIVERSE, EQUITABLE, AND INCLUSIVE CULTURE

As we expand our organization and become a standalone entity, we will establish a welcoming and inclusive environment for all. In 2023-24, we will adopt a DE&I policy consistent with these principles.



FAIR WAGES AND EMPLOYMENT PRACTICES

We will adopt a fair wage and employment practices policy for our organization.



ETHICAL EXPECTATIONS FOR VENDORS AND PARTNERS

We will prioritize working with contractors who also adhere to and implement fair wages and anti-discriminatory employment practices.



TRANSPARENCY IN GOVERNANCE

We aim for our funding to be distributed in a transparent and responsible manner, with the hope that our support and Projects benefit an inclusive cross-section of diverse, equitable communities, accessible for those who need them.



YEAR TWO

This past year has been busy, and we are proud of all Rivers are Life has accomplished in year two. This recap shows the dedication our team, partners, and River Heroes have for their local river and freshwater systems.



1
Global River Survey Completed



28
Projects Completed



1
Podcast Launched



46K+
Followers & Subscribers across Social Media Channels



8
Film Premieres



3.4M+
Social Media Engagements



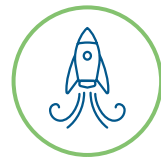
15
Films in Film Festivals



167M+
Social Media Views & Impressions



17
Waterways Given a Voice



33.9B+
Earned Media Impressions & Views

FILMS

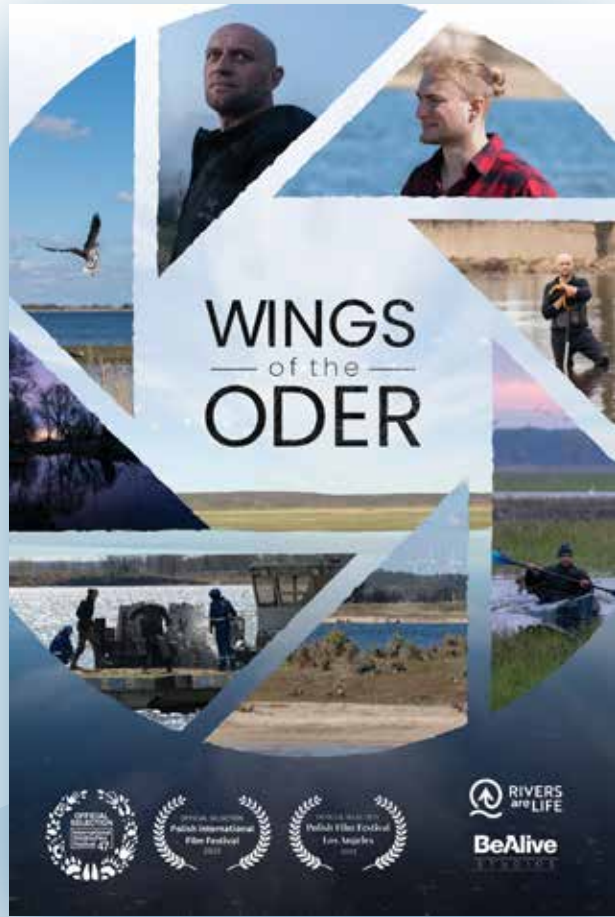
Visual content produced by BeAlive Studios and Rivers are Life brings broad-scale awareness to River Heroes all over the world whose Projects are making a real, positive impact on vital river systems.



DISTRIBUTION

Over the course of year two, we were able to expand our reach by adding new distribution partners to our network.





WINGS OF THE ODER

A film that highlights Piotr Chara and his foundation, Green Valley of Oder & Warta (ZDOW), whose goal is to protect the Oder wetlands and the species that inhabit it. The foundation creates artificial islands for predator-proof breeding grounds out of old military pontoons and has saved nearly 50 bird nests so far. ZDOW has even achieved reservation status for the natural wetlands of the Oder River, protecting it for generations to come.

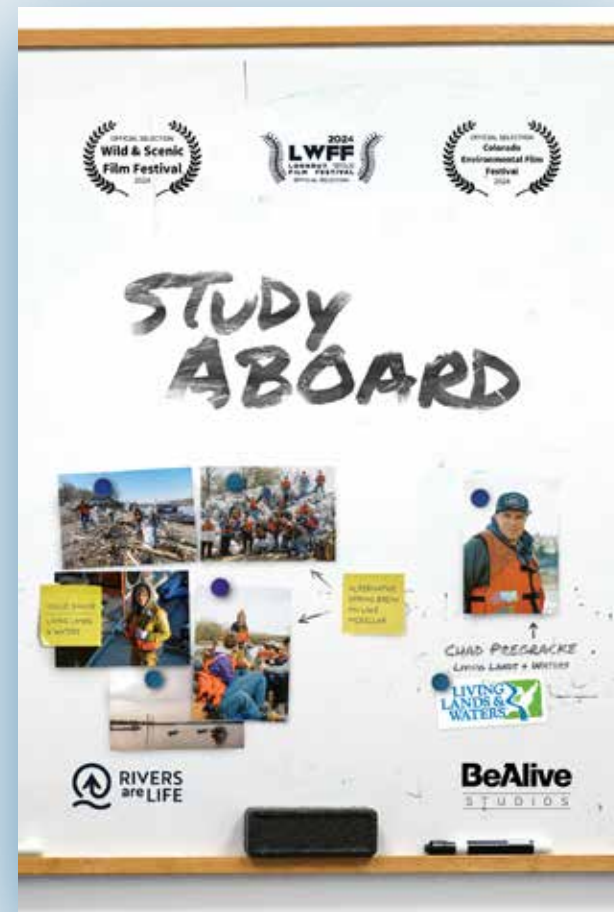
TOXIC ART

A film that tells the story of an unlikely collaboration, which unfolded at Ohio University when Professor of Art John Sabraw and Professor of Civil Engineering Guy Riefler joined forces to craft a creative antidote for the pollution. Realizing the iron oxide nestled within the creek's waters is the same substance used in many artists' paints, the two set out to develop a new line of pigments created from the very pollution itself.



STUDY ABOARD

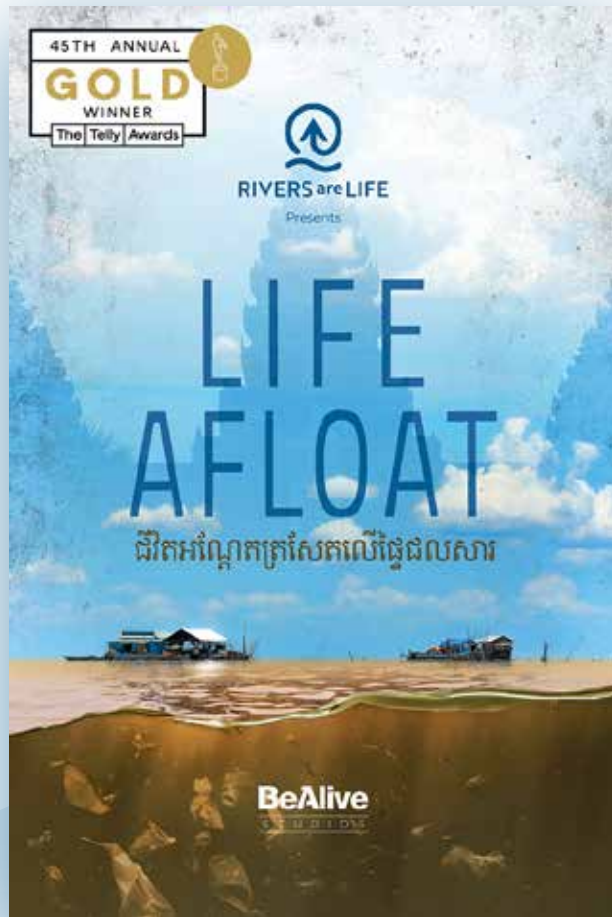
A film that follows a project by Chad Pregracke, who founded Living Lands & Waters in 1998 with the philosophy that each person can make a difference in their community through hard work and dedication. Since the organization's inception, it's led numerous innovative projects to combat waste in America's waterways. One of the most impactful is the Alternative Spring Break program, which invites college students to help clean up the waterways of McKellar Lake in Memphis, TN.



MR. TRASH WHEEL

A film to introduce audiences to Mr. Trash Wheel, an innovative waste collection invention and well-loved member of the Baltimore community. Located in the heart of Baltimore Harbor, Mr. Trash Wheel is a marvel of engineering and environmental stewardship that tirelessly works to remove trash and debris from the waterway. Through solar and hydro-power, Mr. Trash Wheel is cleaning up the harbor one piece of trash at a time.



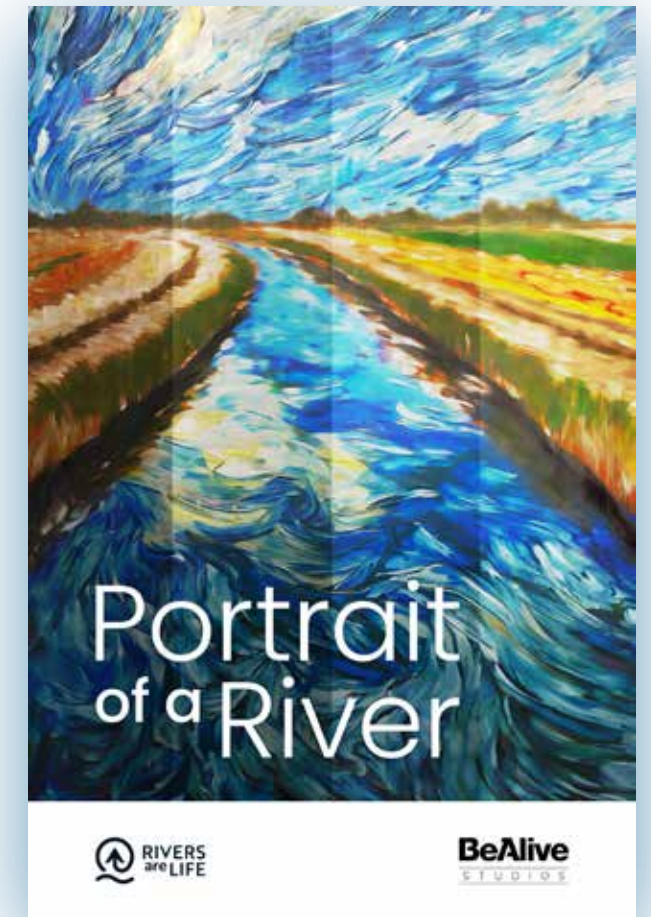


LIFE AFLOAT

A film that showcases Tonlé Sap Lake, the lifeblood of Cambodia's economy. For it to sustain Cambodians the way it has for generations, surrounding communities must combat the growing trash problem. NGO2 BambooShoot and its director, Sophal Sea, is organizing cleanups, workshops, and festivals to inform community members about the harms of single-use plastic to the environment.

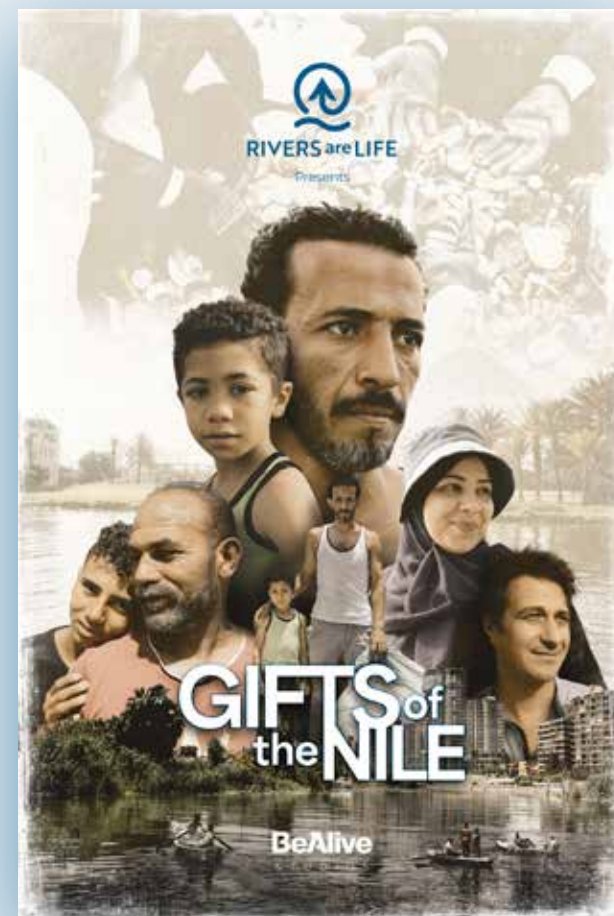
PORTRAIT OF A RIVER

A film that takes us to the Netherlands, where the Dutch have relied on the Dommel for trade and agriculture, shaping its course to suit their needs for generations. However, as climate change looms large, the consequences of this manipulation have come to haunt the region. Devastating floods and severe droughts threaten the very fabric of life along the river, urging residents to seek solutions for a sustainable tomorrow and to restore nature's balance.



GIFTS OF THE NILE

A film set on one of the most iconic rivers in the world, the Nile, which has been fished for thousands of years. But in recent decades fishing has slowed due to plastic clogging the river. In response, VeryNile launched the Reviving Cairo Fishermen project, which empowers local fishermen and women to clean the Nile by paying them an above average wage for the plastic they collect and providing them with access to healthcare. Founded in 2018 by Alban de Ménonville, VeryNile removes almost 40 tons of plastic per year.



THE CAPTAIN & THE SUPER CLAMS

A film set along the Indian River Lagoon of Florida, where a tale of destruction and redemption unfolds. Dr. Todd Osborne works with his dedicated team of graduate students and the support of fishing legend Captain Blair Wiggins to find surviving clams, a seemingly impossible task, which kicked off a groundbreaking restoration effort. Through meticulous breeding and care at the University of Florida's Whitney Laboratory, millions of clams have been nurtured into existence, ready to reclaim their rightful place in the lagoon.





Rivers are Life's inaugural podcast embarks on a riveting exploration of river conservation and adventure with hosts Arielle Roth and Julia Regeski. *Current Conversations* brings together River Heroes, advocates, and storytellers to delve into the significance of our planet's rivers. From the empowering journey of female fly anglers to the innovative solutions for cleaning up polluted streams, each episode offers inspiring insights and actionable steps toward protecting these vital ecosystems.

SEASON ONE:

1. About *Current Conversations*
2. Building Brands & Communities
3. Diving into Dow's Sustainable Goals
4. Chatting with the Conservation Kid
5. Protecting Michigan's Rivers and Land
6. Artists as Advocates
7. Trash or Treasure
8. Working Together to Tell Global River Stories
9. Educating for the Environment



I really was trying to figure out what really drove me and it was impact. And the more impact that I could actually bring to something, the more I was passionate about it and the more I really wanted to dive in.

HALEY LOWRY

Global Sustainability Director, Dow



Behind the scenes of
Current Conversations

STATE OF RIVERS AROUND THE WORLD

6,645 people across 14 countries and four continents, including North America, South America, Europe, and Asia.

THE SURVEY COVERED

- Knowledge and Interest in Environmental Issues
- Importance of Rivers
- Concerns on Environmental Issues
- Perception of River Health and Pollution
- Knowledge and Ability to Clean Rivers
- Responsibility and Action for River Health
- Plastics and Trash in Oceans and Rivers
- Agricultural and Industrial Influence
- Recreational Use of Rivers
- Optimism for Future River Health

TAKING ACTION

Providing education and solutions for those looking to get involved in addressing the issue and protecting our rivers is vital. That's why Rivers are Life is on a mission to encourage people to protect, preserve, and explore our world's rivers through awareness, visual storytelling and more.

Rivers are Life commissioned the global, inaugural "State of Rivers Around the World" survey, in partnership with Louisiana State University, surveying

KEY FINDINGS:

RIVER POLLUTION IS A GLOBAL ISSUE

The majority of respondents agree that river health is an issue that needs to be addressed.

- **9 in 10** people report rivers are important to climate change mitigation.
- **91%** say climate change needs to be acted on.
- **86%** agree that river pollution greatly affects human health.
- Majority would not eat a fish out of their local river.
- Two-thirds rated their local river health as fair/poor.
- **64%** believe plastic pollution has a large impact on the environment.
- Only **36%** agree that the health of their local rivers is getting better.
- Climate change was perceived as the #1 most concerning issue, followed by pollution, access to clean water, education and human rights.

GREATER EDUCATION IS NEEDED

The majority of respondents agree they don't know enough about rivers, or how to take action to clean them.

- **76%** believe that human behavior is the biggest obstacle to reducing water pollution.
- **72%** of people around the world would like stricter policies or more regulation to curb river pollution.
- **88%** believe there should be stronger legislation to prevent sewage drainage into rivers.
- Plastics and other trash in the ocean were cited as a top concern across all generations, with sewage pollution in rivers being a significant worry, especially in South America and Southeast Asia.
- **59%** of respondents plan to clean their local rivers in 2024.





METHODOLOGY:

Conducted by SAVANTA, a market research consultancy. Dates of fielding: October 3, 2023 to October 18, 2023. This survey was conducted in: U.S., Europe (UK, Germany, France, Italy, and Spain), South America (Brazil, Colombia, Argentina, and Peru), and Southeast Asia (Indonesia, Philippines, Vietnam, and Thailand). The sample populations were: U.S. (n=1,590), Europe (n=1,925), South America (n=1,487), and SE Asia (n=1,643). The survey was in an online format and was conducted in English, German, Spanish, French, Portuguese (BR), Italian, Tagalog, Vietnamese, Thai, and Indonesian.

A GLOBAL IMPACT

Nearly 90% of the earth's population lives within walking distance of a river system. Even so, these life-providing rivers are on the verge of collapse. Our focus on river health and conservation efforts helps improve community and environmental health by removing pollutants from the very sources that feed into our oceans.

Over the last two years of Rivers are Life, we have traveled around the world to bring awareness to these freshwater systems. The map shows locations where we have met and filmed River Heroes and worked on Projects.

-  **YEAR 1 - Launched projects, films & River Heroes**
-  **YEAR 2 - Launched projects, films & River Heroes**



RIVER HEROES

River Heroes are individuals, organizations and businesses who are dedicated to making a difference in local communities — one project at a time. Our River Heroes are knowledgeable, community-based advocates making a difference in science, technology, human impact, wildlife, natural biodiversity, and more.



Chad Pregracke
Living Lands & Waters



The Hons
Baltimore, MD



Piotr Chara
Green Valley of Oder & Warta



Loza Mahmoud
VeryNile



John Sabraw
Ohio University



Lianne Van Genugten
Vaderland



Dr. Todd Osborne
University of Florida's Whitney Laboratory



Trout Unlimited Cleanup
Wyoming



John Kellett
Mr. Trash Wheel

YEAR TWO PROJECTS

Through the support of a coalition of public and private sector collaborators who share common values and goals, Rivers are Life supported 28 projects during year two.

From high profile events that caught the attention of millions of viewers around the country to small events and cleanups that made tangible impacts on the communities around us, Rivers are Life is proud to have supported ecosystem-saving initiatives.



CREATING CHANGE

SPONSORSHIP OF FRESH COAST FILM FESTIVAL

As we continue our mission to educate people on the importance of river health, we were excited to sponsor the Fresh Coast Film Festival with a Rivers are Life film block. Fresh Coast Film Festival brings together the best in environmental and cultural filmmaking from around the world while creating a venue for, and building a culture of, Great Lakes storytelling.

CLEANUP AT LOOKOUT FILM FESTIVAL WITH CASH DANIELS

Our team joined a cleanup of Suck Creek during the Lookout Wild Film Festival, where our films *The Conservation Kid* and *Study Aboard* were screened. The cleanup was organized by Wanderlunger Brewing Company as part of their "Pickup for a Pint" program, which awarded volunteers over the age of 21 a free pint of beer at the brewery afterwards. In total, the volunteers, including Cash "The Conservation Kid," and his mom, Erin, picked up 30 bags of trash, a fridge door, and a mailbox. Plus, festival organizers donated \$1 from every festival ticket sold to Cash for monofilament bins and other advocacy work, resulting in \$446.



CLEANUP KITS

Together with our partner Waterhaul we donated 30 cleanup kits for Trout Unlimited Expedition usage to be sure attendees are properly equipped to improve the river ecosystems they are inhabiting for the week. These unique cleanup kits were designed using 100% recycled materials and made durable to be repurposed and reused for years - leaving no negative impact on the environment. Each cleanup kit consists of an upcycled clean up bags, a 32" foldable litter picker and litter picking bag hoop, all which are made with and from recycled fishing gear, ocean plastics, and boat sails.



ACT

PURCHASED 50TCO2E WITH ACT COMMODITIES TO OFFSET RIVERS ARE LIFE'S TRAVEL EMISSIONS IN 2023

As part of our commitment to voluntarily offset annual travel emissions, the initiative is proud to announce its support for the Fond Du Lac Forest Carbon Project. After calculating all carbon emitted during travel required for events, meetings, and film production in 2023, ACT Commodities issued 50 tCO2e on behalf of Rivers are Life on June 17, 2024.



DONATED \$2,500 TO THE JOHN SABRAW ARTS AND INNOVATION FUND

Through the sale of limited edition, signed prints by John Sabraw we were able to donate to John's scholarship fund at Ohio University. This scholarship helps students earn more than a degree: You're bringing them the hands-on experiences that will transform them into community leaders, creative thinkers, and people who change the world.



MR. TRASH WHEEL



The *Mr. Trash Wheel* film was fabulous. It perfectly captured the heart and soul of the project and Baltimore's love for its Harbor. Hundreds of people came out for the premiere including the Baltimore Hons featured in the film, who were dressed to the nines with their beehive hairdos and cateye glasses. *Mr. Trash Wheel*, the film, has helped us raise thousands of dollars and elevated the profile of our work to restore Baltimore Harbor.

ADAM LINDQUIST

Waterfront Partnership of Baltimore Vice President



MR. TRASH WHEEL FILM PREMIERE

Donated exclusive rights to premiere *Mr. Trash Wheel* to Waterfront Partnership of Baltimore. This ticketed film premiere event included a Q&A from River Heroes and Riveres are Life Impact Manager, Julia Regeski and helped them raise nearly \$6K.

COMMITTED \$10,000 TO SPONSORING TWO WATERFRONT PARTNERSHIP OF BALTIMORE EVENTS:

- Celebrating 10 Years of Mr. Trash Wheel on April 20
- The Baltimore Floatilla, held annually, is a vibrant event that combines fun on the water with a strong message of environmental stewardship. This year's sold-out Floatilla on June 8 saw 350 participants kayaking and paddleboarding five miles through Baltimore's inner harbor to enjoy a celebration and concert aboard Mr. Trash Wheel. We proudly served as the premier sponsor for this year's event, debuted the award-winning film, *Mr. Trash Wheel*, which explores the titular trash-collecting device and the community that's rallied around it.
- Following the devastating collapse of the city's Key Bridge collapse on March 6, the theme of this year's Baltimore Floatilla is Maryland Strong. A portion of the event's proceeds were donated to Waterfront Partnership's Healthy Harbor Initiative and the Maryland Tough Baltimore Strong relief fund to support those impacted by the incident. All in all, the Baltimore Floatilla raised \$33,800.





WATER & NATURE WEEKEND

Thanks to our partnership with Dow, we had the opportunity to be part of a unique collaboration, using a NASCAR event to highlight the importance of water and land conservation. We teamed up with Ducks Unlimited, Living Lands & Waters, Louisiana State University, Dow, Friends of the Fox River, and the Richard Childress Racing (RCR) Team - including Austin Dillon, driver of the No. 3 Dow Chevy, and his pit crew for a weekend focused on water and nature. The weekend kicked off with a river cleanup, followed by a summit focused on water and land conversations, then ended with the Enjoy Illinois 300, a NASCAR Cup Series race.

- Brought River Heroes to summit
- Joined cleanup led by Living Lands & Waters
- Educated NASCAR community about Rivers are Life



As a teenager, I set out on a mission to clean the Mississippi River, I was young, inexperienced and proposing something that had never been done. After 4 years of not being taken seriously and rejection from sponsors, it was a NASCAR race that gave me a new approach, I would pitch sponsors along the river and put their names on our boats.

Fast forward 26 years later, getting to experience the Enjoy Illinois 300 NASCAR Cup Series race up close was incredible for the Living Lands & Waters team. It took me back to when I first realized the importance of corporate partnerships in achieving our mission.

Working side by side with Rivers are Life, Dow, Austin Dillon and his entire team will be highlighted as one of the greatest out of the 1,400 cleanups we have done over the years.

This event highlighted how collective efforts, supported by amazing sponsors, can drive significant change. It was a powerful reminder of why we do what we do, and how together, we can keep our rivers clean for generations to come.



CHAD PREGRACKE

Living Lands & Waters
Founder & President

EDUCATIONAL PROJECTS WITH LOUISIANA STATE UNIVERSITY



CENTER FOR RIVER STUDIES



A portion of our grant money supports part of LSU's river-related field work in Amazon.

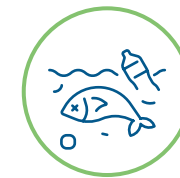


Provide support for expert/podcast/research related to the Mekong River.



Support our partner, LSU, in their search for microplastics and to repair the FTIR microscope. This microscope is used for chemical identification of microplastic particles collected from environmental samples. Dr. Benfield has several Coastal Environmental Science undergraduate students working with him on microplastics-related studies.

- [The River of Plastic with Mark Benfield](#)
- [Watch Dr. Benfield on PBS](#)
- [Zooplankton Ecology Laboratory](#)



Repair of a small bench top FTIR spectrometer Thermo Fisher iS5. This equipment is used to identify polymers 0.25 mm and larger. It has been used to identify plastics in fish stomachs (Benfield and Midway) and used to identify plastics from local bayous (de Jesus Crespo).



Support two LSU Center for River Studies students in summer to:

1. Continue testing of Glass Half Full "glass sand"
2. Development educational/outreach modules for use with the EmRiver stream table.
3. Come up with ideas for physical model or video for educating the public about dam removal impacts on rivers, sediment, etc.



THE BAG THAT BUILDS



We collaborated with Center for Regenerative Design and Collaboration (CRDC), as they expand their “The Bag That Builds” initiative. Together, through this initiative, we support local waste and recycling efforts in hard-to-reach places by providing the production of sustainable trash bags.



The collaboration kicked off with our donation to fund the creation of 50,000 bags to be used at several cleanups, starting in the Dominican Republic in September 2023.

- **The bags have been getting a LOT of exposure in York, PA. We're distributing about 250 bags per week. And we're looking into getting a chunk of the bags into a project in Costa Rica.**
- **Since we started using the bags in York, we have used them to collect approximately 18 tons of non-recyclable plastic waste which has kept 51.5 tons of CO₂ from entering the atmosphere (if the plastic were not converted into RESIN8, it would have been burned in the York County incinerator).**



The Bag That Builds program, sponsored by Rivers Are Life and BeAlive, has transformed the way York County manages its plastic waste. In the 9 months since the sponsorship began, over 18 tons of non-recyclable plastic have been kept out of the county incinerator, which has kept 51.5 tons of CO₂ from entering the atmosphere. The program allows the community members themselves to drive significant environmental benefits.

ROSS GIBBY

COO, CRDC Global



EDUCATION

THE CONSERVATION KID EDUCATIONAL RESOURCES

We are proud to provide a series of free educational assets to help teachers and students connect with the film, *The Conservation Kid*, and explore local efforts to rid waterways of litter and pollution.



RIVER EDUCATION WITH ECOACTUS

Granted EcoActUs rights to use the film *Voices from the Water* at no charge as part of EcoActUs' Climate Bootcamp. The Climate Bootcamp is a sustainability leader workshop that is self-paced and offers great networking opportunities. Participants learn strategies to formulate plans and enable sustainability efforts within their own organizations through relevant resources. As part of the curriculum, *Voices from the Water* will serve as an engaging and educational asset to raise awareness about our rivers' health and the sustainability practices needed to protect them.



I first became connected to Rivers are Life through Patuxent Riverkeeper Fred Tutman. Fred and his work were featured in the impactful Rivers are Life video *Voices from the Water*. He suggested we get permission to use this video as part of the Water Systems module in our EcoActUs Climate Boot Camp online training for sustainability leaders.

The film, which was an instant hit due to its quality and the issues it highlighted, spotlighted several issues and solutions regarding pollution and environmental concerns in rivers in the US and Canada.

We are currently working to incorporate the *Keepers of the North* video into the Water Systems track and know that it will be well received by our global audience as plastic pollution is a global challenge. We love having this partnership with Rivers Are Life and are grateful for their support and collaboration.

SCOTT GRAHAM

EcoActUs Climate Boot Camp
Member of the Senior Leadership Team and Course Facilitator





TROUT UNLIMITED EXPEDITION PARTNER

Trout Unlimited Expedition Partner - We are proud to sponsor Trout Unlimited Expeditions for the next five years. Students embark on 10-day trips over the summer that are meant to inspire a diverse coalition of staff and volunteers to care, advocate for, and recover lands and waters that have been negatively impacted. This summer, expeditions took place across Wyoming at the below dates/locations:

TRIP 1:

June 16-25

(cleanup day is 6/22 Green River, Wyoming)

TRIP 2:

July 11-20

(cleanup day is 7/18 Saratoga, Wyoming)



Trout Unlimited is thrilled to partner with Rivers are Life to educate and empower the next generation of river conservationists. Together, we are launching a wave of conversation and action to protect these vital ecosystems.

CECILY NORDSTROM

STREAM Education Manager,
Trout Unlimited



PROJECTS IN OUR BACKYARD



A sponsored community event in our very own backyard of Midland, MI., This event invites everyone downtown to the river in celebration of the vital role rivers have played in Midland's prosperity. Inspired by Cash "The Conservation Kid" Daniels' monofilament bin creation, which he uses to collect and repurpose fishing line waste, we partnered with him to bring these bins to Midland waterways. (His first project outside his home state of Tennessee!)

- **Built and installed 50 monofilament containers for Michigan's Great Lakes Bay Region waterways.**
- **River Hero: Cash Daniels attended the event to share his film and talk with the Midland area youth about the importance of river health.**
- **Showed *The Conservation Kid* on the big screen for family movie night at River Days.**
- **Donated \$2,000 to Cash Daniels' river cleanup initiative.**
- **Donated \$1,000 to support River Days, an event organized by the Midland Area Community Foundation.**
- **This event was possible with the help of our great partners: Ace Hardware, BeAlive, Boat U.S. Foundation, Berkley Fishing, Chippewa Nature Center, City of Midland, and Dow.**



CLEANUP WITH LITTLE FORKS CONSERVANCY ON THE CEDAR RIVER

Helping keep the Cedar River clean, we joined Little Forks Conservancy and the Gladwin Conservation District on a 4.5 mile paddle and cleanup of the river from Chappel Dam Road to Gladwin City Park. Over the course of the day, we pulled 190 lbs. of trash out of the river.

VOLUNTEERED AT CHIPPEWA NATURE CENTER AS PART OF OUR COMMITMENT TO OUR COMMUNITY

As part of our commitment to protecting the places we play; our team took time to volunteer at Chippewa Nature Center, which encompasses over 1,500 acres of forest, rivers and wetlands in Michigan. Our team split up to help stack wood for the upcoming sugar season and install a new ground material for an accessibility path.



PARTNERS

River systems are fragile resources that face devastating waste problems, which affect humans and wildlife. Fortunately, there are heroes across the globe who are a part of a new era of modern exploration to learn, understand, and inspire positive change.

We're proud to work with these partners making a true impact around the world.





Every river starts with a drop.
Rivers are Life is just getting started.
Join the movement.

www.RiversAreLife.com

Hello@RiversAreLife.com



RIVERS
are **LIFE**