



RENEW OUR RIVERS

Awards and Recognition

- 2008** Area 111 Alabama Association of Conservation District's Outstanding Conservation Business of the Year award.
- 2007** Outstanding Stewardship of America's Waters award from the National Hydropower Association.
- 2006** 1st Place Litter Prevention Award from Keep America Beautiful.
- 2006** Outstanding Stewardships of America's Rivers award from the National Hydropower Association.
- 2004** Alabama Power employee Gene Phifer won Keep America Beautiful's Volunteer Leadership Award for his role in launching **RENEW OUR RIVERS**.
- 2003** Water Conservationist of the Year award from the Alabama Wildlife Federation.
- 2002** Keep America Beautiful's highest national award for litter prevention.

QUICK FACTS

- **RENEW OUR RIVERS** since 2000 has collected more than 9 million pounds of trash from waterways in Alabama, Mississippi, Florida and Georgia.
- Over 5,000 Alabama volunteers have assisted with the cleanups. More than 10,000 volunteers have rolled up their sleeves to make a difference all over the Southeast.

**RENEW OUR
RIVERS**

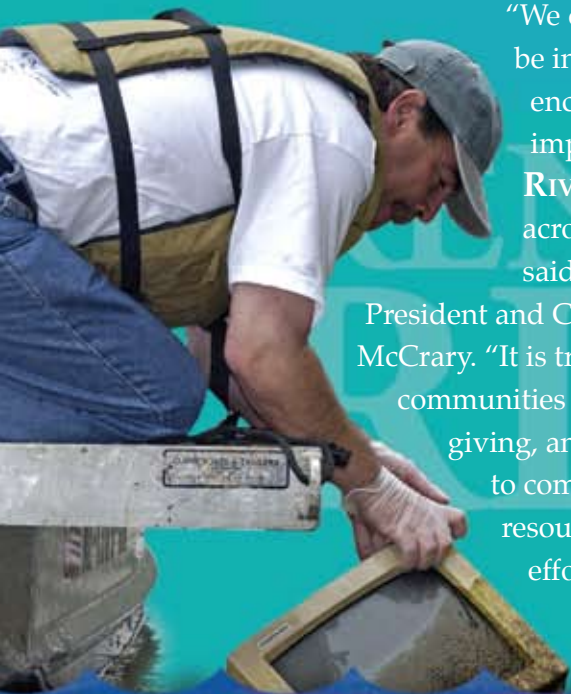
Renew Our Rivers History

RENEW OUR RIVERS, formerly known as Renew the Coosa, began in May 2000 after employees from Alabama Power's Plant Gadsden became concerned about litter found in and along the banks of the Coosa River. What began as a small community river cleanup in Gadsden, Alabama, has since spread to Mississippi, Georgia and Florida.

In 2008, there were 28 scheduled river cleanups in Alabama alone. **RENEW OUR RIVERS** is Alabama's largest organized river-system cleanup and one of the largest in the nation.

RENEW OUR RIVERS has grown to include annual cleanups on the Chattahoochee, Coosa, Tallapoosa, Mobile and Black Warrior rivers in Alabama.

Since its inception, more than 9 million pounds of trash and debris has been removed from Southeast waterways. More than 10,000 volunteers have participated in the cleanups. The grassroots community effort has involved homeowner and boatowner associations, environmental groups, federal agencies, schools, civic organizations and Alabama Power Company employees.



"We continue to be inspired and encouraged by the impact **RENEW OUR RIVERS** is having across the Southeast," said Alabama Power President and CEO Charles McCrary. "It is truly a gift to our communities that keeps on giving, and we will continue to commit our time and resources to this worthy effort."

Get involved... simply take a look at the schedule of cleanups on the Alabama Power Web site (www.Alabamapower.com), select the one nearest you and show up. It's that easy! Bring family, friends or your community group to volunteer.

Wear comfortable clothes and come out to help make a difference at a **RENEW OUR RIVERS** event.

Renew Our Rivers Exhibit



The Alabama Power Water Course, an educational science center, has a new **RENEW OUR RIVERS** exhibit. Visitors will enjoy playing the new trash muncher game, walk through a sea of trash commonly found in lakes and rivers and learn more about recycling and water conservation. Admission is always free at the Alabama Power Water Course. Call 800-280-4442 to schedule a group tour.



Start a Cleanup

You can help make a difference by starting a cleanup in your area.

First, assemble a few volunteers, then select an area to be cleaned and a date. Additional information on how **RENEW OUR RIVERS** cleanups work and the process of how to have an effective and successful lake or river cleanup can be found at www.alabamapower.com/lakes.