



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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First Annual Run for the River 5K to be held in August

Proceeds to benefit The Freshwater Trust's education department

July 1, 2010 – Portland, Ore. – The Freshwater Trust, a statewide conservation not-for-profit, announces the first annual [Run for the River](#) 5K and 1K Stream Stride to be held in conjunction with the [Portland Triathlon](#) on Sunday, August 22 in downtown Portland. All proceeds benefit The Freshwater Trust's education department.

Run for the River, presented by [Oregon Lottery](#), will start in Waterfront Park and take participants around the Willamette River via the Hawthorne and Steel Bridges. The fun run will adhere to the Portland Triathlon's sustainable practices that have made the event the "greenest triathlon in the world" by *Runner's World* and *Triathlete* magazine. Green elements include organic cotton shirts, composting and recycling, locally-sourced food and carbon offsets for all greenhouse emissions.

When: Sunday, August 22, 2010
7 to 8 am: Run for the River 5K packet pick-up
8:30 am: Run for the River 5K start
10 am: Post-race BBQ begins
10 to 11 am: 1K Stream Stride packet pick-up
11:30 am: 1K Stream Stride start

Packet pick-up for both events is also available from noon to 4 pm on Saturday, August 21 at the Portland Marriot-Downtown Waterfront

Where: Tom McCall Waterfront Park in downtown Portland

Cost: Run for the River 5K: \$25 individual, \$20 each for team of 10 – includes race shirt and reusable tote
1K Stream Stride: \$20 1K – includes race shirt and reusable tote

Why: In Oregon and across the nation, freshwater ecosystems are steadily degrading. While science clearly shows that freshwater restoration is a critical tool for stream improvement, the long-term success of these efforts depends on having educated and aware citizens – both the broader public and youth – that understand the importance of freshwater health. This heightened awareness and education is a critical "insurance policy" for maintaining the health of restored rivers and streams far into the future.

Who: The Freshwater Trust is statewide not-for-profit headquartered in Portland, with satellite offices in Bend and Corvallis. The Freshwater Trust takes a holistic approach to restoring freshwater ecosystems – from rebuilding a river's architecture to working with landowners to keep more water in their streams to educating children on the importance of freshwater conservation.

Sponsors include Oregon Lottery, Iberdrola Renewables, REI, Bob's Red Mill and Chinook Book.

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