

Renew Our Rivers



Overview - **RENEW OUR RIVERS**, formerly known as Renew the Coosa, began in 2000 after employees from Alabama Power's Plant Gadsden became concerned about litter in and along the banks of the Coosa River. Renew Our Rivers is now one of the Southeast's largest organized river-system cleanups of its kind.

Renew Our Rivers has grown to include annual cleanups on the

Chattahoochee, Coosa, Tallapoosa, Mobile, Alabama and Black Warrior rivers in Alabama.

Since its inception, more than 10 million pounds of trash and debris has been removed from Alabama, Georgia, Mississippi and northwest Florida waterways with the assistance tens of thousands of volunteers who have participated in the volunteer-led cleanups.

Education/Message in a Bottle - Renew Our River's litter prevention educational component is titled "Message in the Bottle." The inspiration for the initiative came from a bottle found after 19 years floating in the river along Neely Henry Reservoir in 2001. Alabama Power created a coloring book which depicts the bottle's journey and how trash is directly and indirectly introduced into the river and then removed by volunteers to be recycled. More than 36,000 books have been distributed to students in Alabama.

Environmental Stewardship - Alabama Power - Alabama Power owns and operates 14 hydroelectric plants in Alabama, providing clean, low-cost electricity. The facilities provide more than 150,000 acres of water and 4,000 miles of shoreline for the public's enjoyment. For more information about Alabama Power's environmental commitment, visit www.alabamapower.com.

Totals Of All Cleanups 2000-2008

2000	43.5 tons (in AL)
2001	142.67 tons (in AL)
2002	262 tons (in AL and GA)
2003	492.57 tons (in AL and GA)
2004	757.87 tons (in AL, GA and MS)
2005	1,071.19 tons (in AL, GA and MS)
2006	984.1 tons (in AL, FL, MS and GA)
2007	553.75 tons (in AL, FL, MS and GA)
2008	653.34 tons (in AL, FL, MS and GA)
2009	470.04 tons (in AL, FL, MS and GA)
Total	5431.38 tons or 10,635,980 pounds

Making A Name...Awards and Recognition

2009 - Alabama Power, Mississippi Power, Keep Etowah Beautiful and Keep Mississippi Beautiful received first place in education in litter prevention from Keep America Beautiful.

2008 - Mississippi Power received the Keep America Beautiful Award for litter prevention.

2007 - Mississippi Power received the Keep America Beautiful Award for beautification.

2007 - Renew Our Rivers program won the Outstanding Stewardship of America's Waters award from the National Hydropower Association.

2006 - Alabama Power along with other Southern Company operating companies, were awarded first place in litter prevention from Keep America Beautiful.

2006 - Renew Our Rivers program won the Outstanding Stewardship of America's Rivers award from the National Hydropower Association (NHA).

2004 - Keep America Beautiful presented Alabama Power employee Gene Phifer the Volunteer Leadership Award for his role in launching Renew Our Rivers.

2003 - Alabama Power received the Water Conservationist of the Year Award from the Alabama Wildlife Federation.

2003 - Georgia Power received an award from Keep America Beautiful for a cleanup at Plant Hammond.

2002 - Alabama Power received Keep America Beautiful's highest national award for litter prevention for its role in the Renew Our Rivers/ Renew the Coosa campaign.

