



PRESS RELEASE FOR IMMEDIATE RELEASE

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The Freshwater Trust launches Corporate Council for Freshwater with initial commitments of \$475,000

May 6, 2009 – Portland, Ore. – The Freshwater Trust (formerly Oregon Trout and Oregon Water Trust) recently launched the Corporate Council for Freshwater with \$475,000. The Corporate Council for Freshwater is a united fund for corporate giving to freshwater health. The funds raised through the Corporate Council will support The Freshwater Trust's work to achieve freshwater health – from keeping more water flowing in stream to educating children about freshwater conservation to accelerating projects that improve stream health.

“By pooling together individual corporate contributions, the Council allows us to pursue innovative ways to support freshwater health,” said Joe Whitworth, president of The Freshwater Trust.

Many Council members choose to support StreamBank, The Freshwater Trust's web-based program that streamlines watershed restoration.

“Funneling corporate funds through StreamBank will allow us to commit 90 percent of contributions directly to on-the-ground restoration projects when we fully launch StreamBank by 2011,” continued Whitworth.

Using Corporate Council contributions through StreamBank will allow The Freshwater Trust to leverage public and private funds to get more freshwater restoration work done in Oregon.

“With freshwater challenges mounting due to population growth and climate disruption, freshwater restoration is more important now than ever,” said Whitworth. “StreamBank accelerates and amplifies freshwater restoration, and the Corporate Council will play a critical role in advancing StreamBank's efforts.”

Founding members of the Corporate Council for Freshwater are:

\$50,000+

Bandon Dunes Golf Resort
KeyBank (\$25,000 for two years)

-MORE-

\$25,000 - \$49,999

Ashforth Pacific, Inc.

Pacific Power (\$10,000 for three years; \$4,000 for Healthy Waters Institute)

Wells Fargo

\$10,000 - \$24,999

Columbia Sportswear Company

Deschutes Brewery

EARTH2O

Fred Meyer Foundation

Pacific Crest Securities

Portland General Electric (PGE)

Up to \$10,000

Aquatic Contracting

Buerk Dale Victor LLC

Carr Auto Group

ERM

Forest Park Federal Credit Union

Formos

Joe's Sports and Outdoor

KINK FM

Kerr Pacific Corp.

Morgan Stanley

Nike Employee Matching Gift Program

NW Natural

Perkins Coie

Ransom Alambic Distillery

Respond2

San Francisco Reps, LLC

Starker Forests, Inc.

Tactics

Tonkon Torp, LLP

Whole Foods

Zipcar

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About The Freshwater Trust

The Freshwater Trust (formerly Oregon Trout and Oregon Water Trust) is a statewide not-for-profit organization headquartered in Portland, Oregon with satellite offices in Bend and Corvallis. The Freshwater Trust takes an integrated, innovative approach to restoring freshwater ecosystems – from restoring a river's architecture to working with landowners to keep more water in streams to educating children on the importance of freshwater conservation.

About StreamBank

Developed by The Freshwater Trust, StreamBank is an innovative web tool that enables local landowners and local restoration professionals to efficiently implement a restoration project. Traditional permitting and funding have become the main barriers to stream restoration, often delaying project implementation for years. With StreamBank, projects are completed 70 percent faster, while improving project quality. When utilized at scale, StreamBank could transform entire watersheds and help address current and mounting freshwater challenges, offer significant economic gains, especially to rural communities, and help benefit municipal freshwater systems.