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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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UCR presents the 15th Annual River Revival May 19 at Park Tavern, with a special twist

ATLANTA – The 15th Annual River Revival on May 19 at Park Tavern presents a huge party with a purpose at a bargain price. This fundraiser for Upper Chattahoochee River will feature a triple-threat of rock 'n' roll from Ken Block and Drew Copeland from Sister Hazel, Atlanta's Ponderosa, and Nashville's The Kicks.

Tickets are only \$45 in advance and \$55 at the door for this party, which will include food from Park Tavern, beer from SweetWater, and a one-year membership to UCR. We'll also hold a silent auction with lots of priceless items, and will present the River Rock Star Award to filmmakers Rhett Turner and Jonathan Wickham, who produced *Chattahoochee: From Water War to Water Vision*.

This event helps kick off SweetWater's annual Save the Hooch campaign in style. Funds raised benefit UCR's river patrol and monitoring programs. And here's the twist: SweetWater Brewery will unveil a special Waterkeeper ale at the Revival. This ale will only be offered during the campaign, which runs from Memorial Day through the Fourth of July.

We would love to help coordinate interviews with UCR staff members, participating artists, and our partners.

UCR's mission is to protect and preserve the Chattahoochee River, its lakes and tributaries for the people, fish and wildlife that depend upon it. The Chattahoochee is the most heavily used water resource in Georgia. For more information, visit <http://www.ucriverkeeper.org/river-revival.php>.

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