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FOR IMMEDIATE RELEASE

UPSTATE FOREVER TO UNVEIL \$1.1 MILLION CLEAN WATER STRATEGY
Public and private partners will collaborate on market-driven solutions

Greenville, SC – Together with a wide range of partners, Upstate Forever will unveil in early May an ambitious and innovative set of strategies for protecting and improving water quality in our region. The event, scheduled for 10:30 a.m. on May 7, will provide the public for the first time with an in-depth look at the organization's \$1.1 million Targeted Watershed Implementation Grant (TWG) project, funded by an \$800,000 award from the US Environmental Protection Agency (EPA) and a \$300,000 match from the V. Kann Rasmussen Foundation.

"Upstate Forever is honored to receive this grant," said Executive Director Brad Wyche. This award is one of only fifteen projects funded nationwide this year and the only one in the Southeast. "EPA's support and the V. Kann Rasmussen Foundation's very generous match are a real vote of confidence in the Upstate's ability to be a leader in developing innovative solutions to the water quality challenges of the twenty-first century."

The grant will be officially awarded by the US EPA at a public award ceremony at Main Street Plaza in Falls Park on the Reedy in downtown Greenville. Representatives of many of the partner organizations in the project – including Greenville County, the City of Greenville, Clemson University, Furman University, and others – will outline their roles in the project and explain some of the innovative strategies that they will help develop. Together, the partners will work together over the next four years to design and test market-driven strategies for minimizing the impacts of development on our rivers and streams.

The grant is titled "Market Based Mechanisms for Promoting Low-Impact Development, Mitigating Legacy Stormwater Discharges, and Restoring Urban Floodplains in the Saluda-Reedy Watershed, SC." The project includes three main components: an LID Decision-Making Tool, a Stormwater Mitigation Bank, and a Floodplain Restoration Bank. Details on each will be provided at the event.

The award ceremony will feature speakers from Upstate Forever, the US EPA, V. Kann Rasmussen Foundation, the City of Greenville, Greenville County, Clemson University and Furman University. The public is invited to join Upstate Forever and their project partners for the presentation of this award at the Main Street Plaza, Falls Park in downtown Greenville on Wednesday, May 7th, 2008 at 10:30 a.m (rain or shine). Refreshments will be provided.

For more information on the award ceremony or Upstate Forever's Targeted Watershed Grant projects, please contact Heather Nix at Upstate Forever: (864) 250-0500 (ext. 25) or hnix@upstateforever.org.

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Upstate Forever is a nonprofit, membership-based organization promoting sensible growth and the protection of special places in the Upstate region of South Carolina. Our three program areas are: Land Trust, Sustainable Communities, and Clean Air and Water. Founded in 1998, Upstate Forever now has 3,300 members, two offices, and a staff of 18. For more information, see www.upstateforever.org.