

August 15, 2008

**FOR IMMEDIATE RELEASE**

Contact: Pamela Biery  
info@velocity7.com  
Phone: 530.470.9292

**SEVEN FOR THE SIERRA:  
WATER NOT GOLD, IN THESE HILLS**

NEVADA CITY, CA – Velocity7, a marketing communications firm in the Sierra Nevada created a mini-site with information on how Sierra Nevada residents can take daily action to preserve, conserve and learn more about the place they live. This month focuses on **the incredible natural resource—water.**

Was it Mark Twain who said, *Whiskey is for drinking; water is for fighting over?* We can't be sure, but we can see the results of population growth and climate change through our rivers, stream and lakes. Get a copy of Sierra Nevada Alliance's *State of Sierra Waters: A Sierra Nevada Watersheds Index* by visiting [www.sevenforthesierra.com](http://www.sevenforthesierra.com) and clicking 'read more'. This report discusses the 24 Sierra Nevada watersheds. This landmark study documents that of waters sampled, three-quarters had stretches that were not swimmable, fishable, drinkable or open for recreation at some point in the last five years.

Show up and make a difference by attending the Sierra Nevada Alliance Fifteenth Annual Conference & Anniversary Celebration, September 12-14, 2008 at North Tahoe Conference Center in Kings Beach, Lake Tahoe. The central topic is **Leading a Climate of Change: Hot Topics, Cold Facts and New Answers for the Sierra.** Register online at [www.sierranevadaalliance.org](http://www.sierranevadaalliance.org), or call for details 530-542-4546 x305

To add a Seven for the Sierra link to your site or newsletter, please call 530.470.9292

**About Velocity7**

Velocity7 provides integrated marketing communication solutions. Learn more about their services and nationally recognized clients by visiting: [www.velocity7.com](http://www.velocity7.com) or calling 530.470.9292

**About Sierra Nevada Alliance**

Since 1993 the Sierra Nevada Alliance has been protecting and restoring Sierra lands, water, wildlife and communities. Our mission is to protect and restore the natural resources of the Sierra Nevada for future generations while promoting sustainable communities.

The organization is an Alliance of conservation groups that are based or work in the Sierra Nevada region. There are over eighty member groups that span the entire 400-mile mountain range.

###

