

Charleston WATERKEEPER® Hosts First Annual Water Ball Becomes First Waterkeeper to Launch iPhone Application

April 2, 2010 - Charleston, SC: More than 300 water-enthusiasts, community leaders and Lowcountry citizens came together last Thursday night for the First Annual Water Ball, hosted by Charleston Waterkeeper and held at the S.C. Aquarium. Crowned "an evening dedicated to clean water", the Water Ball served to raise awareness about Charleston Waterkeeper's efforts to defend Charleston's waterways from pollution, as well as educate, inspire, engage and entertain attendees. The organization exceeded its fundraising goals with donations totaling more than \$20,000.

Thanks to a variety of interactive exhibits, including an immersive video dome, non-traditional red-carpet photo booth, an impactful map displaying the location of every industrial polluter in Charleston, and a water-themed silent auction, guests were able to roam around the Aquarium while learning about the issues tackled daily by Charleston Waterkeeper.

While welcoming the crowd to the first-ever Water Ball, Executive Director of Charleston Waterkeeper, Cyrus Buffum, explained the reason for the evening, "Our waterways belong to you, the public! Each of us has an equal and fundamental right to clean water. Charleston Waterkeeper is dedicated to protecting this right, and will see that our waterways are defended against all forms of pollution."

In a display of the organization's commitment to technology, Charleston Waterkeeper officially launched the Waterkeeper iPhone App at the Water Ball. Known for their use of social media as a means to communicate with the public, Charleston Waterkeeper has taken empowerment to the next level by arming citizens with the ability to report suspicious activity while on, in or around Charleston's waterways. In addition, the phone app provides users with real-time, live tweets, posts and news about issues pertaining to the health of our harbor, rivers and creeks. The app can be downloaded online at the app store or on the organization's website (<http://charlestonwaterkeeper.org/iphone>). Charleston Waterkeeper also became one of the first organizations in the world to begin using Twitpay, an online donation processing service that allows Twitter users to make donations to the organization with just one click.

More than 300 "Water Ballers" attended the evening's festivities, including three other Waterkeepers from the International Waterkeeper Alliance: Yadkin Riverkeeper, Congaree Riverkeeper, and Santee Riverkeeper. Upon entrance to the Water Ball, guests were greeted first by the *Lady C*, the organization's patrol boat which is used for river patrol and monitoring, and then by the organization's original *water machine*. The water machine allowed guests to symbolically separate pollution from clean water, while tracking the level of funds raised throughout the evening.

Charleston WATERKEEPER® is a citizen-based, environmental organization committed to defending local waterways against pollution, while protecting the public's right to clean water. As part investigator, scientist, lawyer, educator and community organizer, Charleston WATERKEEPER® strives to improve the quality of Charleston's waterways. Our waterways have been given to all of us in trust that we, the public, will watch over and protect these natural resources. As a member of the WATERKEEPER® ALLIANCE, Charleston WATERKEEPER® is one of nearly 200 other WATERKEEPER® programs around the world dedicated to clean water and strong communities.

For more information, please visit www.thewaterball.org or www.charlestonwaterkeeper.org.