



CHARLESTON
WATERKEEPER®

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First-Ever *Water Village* Draws Hundreds to the College of Charleston

Alexandra Cousteau and the *Expedition Blue Planet: North America Tour* Visit the Downtown Campus to Help Educate the Public About Critical Water Issues

CHARLESTON, SC - SEPTEMBER 20, 2010: On Wednesday September 8th, *National Geographic* Emerging Explorer Alexandra Cousteau and her Expedition Blue Planet Team made a stop on their cross-country tour at the College of Charleston campus, in an effort to draw attention to water issues locally and abroad. Local water watchdog, Charleston WATERKEEPER, partnered with CofC's Student Government Association, in order to bring Cousteau and the *National Geographic* team to Charleston and host the city's first *Water Village*. The community poured through the George Street fair, taking advantage of the opportunity to meet Alexandra Cousteau and the *Expedition* Team, as well as learn more about local water issues affecting our community. The event served as an outlet for non-profits to better educate the public about the dedicated groups working in Charleston and beyond to improve the health of our waterways.

Cousteau explained the purpose behind her 15,000 mile and five month-long expedition to ABC News 4, saying, "While we talk about the big environmental issues, it's also important to talk about the issues in our own backyard, and ways that we can help pollution from going into our rivers and our streams and on down stream."

The 138-day historic tour pairs Cousteau's family legacy of expeditionary filmmaking with social media and live events, in an effort to engage local communities on water crises across North America. Dedicated to capturing water issues on film, Cousteau and the *Expedition Blue Planet* team tour in a biodiesel bus converted to serve their needs for daily production and web broadcasting of films, photos and findings that are available through her website and at NationalGeographic.com. Cousteau's team blogged about the recent visit to Charleston, in which Cousteau commended local organizations like Charleston Waterkeeper for raising awareness about such issues as storm water runoff and lobbying for a cleaner port. Sponsored by Twitpay®, the leading innovator in payment technology for social media, event attendees were able to make incremental donations to Charleston Waterkeeper, using Twitpay's RT2Give system.

Charleston Waterkeeper will soon launch its Second Annual **WTF (Water the Future) Campaign** in celebration of the organization's September anniversary. The campaign will serve to raise awareness and involvement in the public fight to protect our water resources.

Charleston Waterkeeper Executive Director, Cyrus Buffum, commented on the organization's milestone stating, "In the last two years, Charleston Waterkeeper has grown from a simple idea into an effective organization. As a way to celebrate our local waterways and to encourage the public to take back our right to clean water, we will soon launch **WTF (part II). Water the Future** is a call to action, shedding light on a specific issue currently impacting our local waterways and engaging the public directly in the cause."

For more information and to get involved, visit charlestonwaterkeeper.org and nationalgeographic.com/water.

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 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 and to get involved, please visit www.charlestonwaterkeeper.org.

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