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***Second Annual Water Ball Celebrates Public's Fundamental Right to Clean Water***  
**Annual Gala Makes Way for Crucial Organizational Programming that Works to Preserve and Protect**  
**Lowcountry Water Resources**

April 4, 2011 - Charleston, SC: Industrial Polluting. Stormwater runoff. Negative effects of recreational use. Impact from port and commercial activity. Charleston Waterkeeper's second annual Water Ball will shed light on such issues facing the Charleston Harbor watershed, the jurisdiction of Charleston Waterkeeper and the focus of its efforts. On Thursday, April 21, 2011 at the South Carolina Aquarium, more than 400 local residents are expected to attend the gala scheduled from 7:00p.m.-11:00p.m., which serves as a platform to raise awareness surrounding the important issues impacting local waterways, and also crucial organizational funding for the nonprofit. Tickets are available to purchase online prior to the event date for \$50 each or at the event for \$60. For more information and to purchase tickets, visit [www.thewaterball.org](http://www.thewaterball.org).

This year's Water Ball will feature live entertainment from local talents including the dynamic instrumental group, Entropy Ensemble and DJ Jeff ET of Electric Friends. Attendees have the opportunity to peruse an array of silent auction items while noshing on hors-d'oeuvres prepared by Cru Catering that emphasize regional ingredients sourced primarily from local vendors. Water Ball specialty cocktails made with Enlightened Grains Vodka, as well as Firefly Sea Island Rum, will be served in addition to other libations including beer from Holy City Brewing, as well as wine.

Charleston Waterkeeper has identified key issues effecting local water resources, and the Water Ball gives the organization an opportunity to show the public its work within the community, and provides a forum to educate the public about the crucial water issues currently facing the Lowcountry. Educational components of the event will highlight priority issues such as industrial polluting, stormwater runoff, recreational usage and port activity. Other event features will include a timeline of the organization's efforts and achievements, as well as interactive displays that demonstrate the night's fundraising impact on Charleston Waterkeeper's overall efforts to protect and advocate for local water resources.

"There are nearly 120 industrial polluters located throughout our watershed. Charleston Waterkeeper is currently in the process of reviewing each of these permits and is committed to reducing the amount of pollutants legally released into local waters," explains Cyrus Buffum, founder and executive director of Charleston Waterkeeper. Buffum went on to say, "The Water Ball serves not only as a celebration of the public's fundamental right to clean water, but also gives the organization an opportunity to highlight the vital issues our community is facing. This year, our goal is to relay the organization's message in a way so that event attendees leave feeling personally affected and motivated to create change."

Since its inception in 2008, Charleston Waterkeeper has gained a positive reputation for utilizing innovative new media components to engage their audience. The Water Ball will again feature such components including a real-time Twitter feed, as well as Twitpay®, the leading innovator in payment technology for social media. Event attendees will be able to make incremental donations to Charleston Waterkeeper using Twitpay's RT2Give system, as well as Square®, a wireless credit card payment technology. For event information, sponsorship opportunities or to purchase tickets, visit [www.thewaterball.org](http://www.thewaterball.org).

Founded in September 2008, 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 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. Through the use of scientific monitoring, legal research, community outreach and education, Charleston Waterkeeper strives to measurably improve the quality of local waterways. For more information and to get involved, please visit [www.charlestonwaterkeeper.org](http://www.charlestonwaterkeeper.org).