

NEWS RELEASE

From the Brodhead Watershed Association

FOR IMMEDIATE RELEASE

PPL Supports BWA

Friday, September 20, 13



Henryville - PPL Corporation's Paul Canevari and Theresa Merli from the Brodhead Watershed Association aren't afraid to get their 'feet wet' when it comes to protecting the waters of the Brodhead Watershed.

Demonstrating PPL's commitment to protecting water resources, Paul Canevari presented a check for \$2,000 to the Brodhead Watershed Association, supporting BWA's multi-faceted programs. Theresa Merli accepted the check of behalf of the BWA.

The Streamwatch program is one of the stand-out programs supported by PPL, according to Canevari. "The faithful work of the 70 volunteers in the program, some of them involved for close to 24 years, is amazing," said Canevari.

Having "eyes on the stream," year in and year out, is a big reason the Brodhead watershed still boasts some of the cleanest water in the state -- and some of the best fishing. PPL is pleased to support BWA's volunteers, and volunteers at dozens of organizations whose work makes a difference in countless lives throughout our community.

Another program Canevari particularly champions is the Adopt-A-Streamsite Sponsorship program. Started when Paul was on the BWA Board and during his tenure as president in 1995, Adopt-A-Streamsite Sponsors are a committed group of businesses, clubs, homeowner's associations and individuals whose financial support contribute to the financial stability of the BWA and supports a variety of community activities.

The “2013 Chris Perry Memorial Kayak Sojourn on the McMichael Creek” is one such

program. The Sojourn is coming up on September 28, and there are still some open spots. To learn more and register, visit www.brodheadwatershed.org.

Read more about BWA’s activities, and how you can join in, by visiting the BWA website at www.brodheadwatershed.org, or visit us on Facebook.



The Brodhead Watershed Association is a non-profit environmental organization formed in 1989. BWA is dedicated to protecting and preserving water resources and the environment of the Brodhead watershed and the water quality of the Brodhead, Cherry, Marshalls, McMichael, Paradise and Pocono creeks and their tributaries. In addition, the BWA assists municipalities, residents, businesses and groups with protecting natural resources through education, workshops, seminars, public programs and stream monitoring.

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