



For Immediate Release

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Clean Water Campaign Gets Support from Alcoa Foundation

The **Clean Water Campaign** will receive a \$30,000 grant from the Alcoa Foundation to support building awareness of water quality problems and solutions in metro Atlanta. Representatives from Alcoa locations in the Atlanta area will present the grant to the Atlanta Regional Commission board at its January 26 meeting. The meeting will be held at 1:30 p.m. at the ARC offices located at 40 Courtland Street, NE in downtown Atlanta.

The funds from the Alcoa grant will help fund an outdoor advertising campaign featuring tips for preventing water pollution. The messages are key to bringing about changes in individual behavior to protect water resources. In addition, the Clean Water Campaign will conduct grassroots workshops, purchase additional paid media and partner with businesses and local governments to reach a larger audience.

Support from the Alcoa Foundation will help to advance the efforts of Clean Water Campaign by reaching more residents with solutions for preventing water pollution. Within metro Atlanta, approximately 1,100 miles of streams in the 16-county area fail to meet water quality standards. The primary source of this pollution is not wastewater or industrial discharges (known as "point" sources), but stormwater runoff. This "nonpoint" source of pollution is the greatest threat to the health and vitality of our water resources.

As rainwater flows off rooftops, lawns, down driveways and streets then flows into storm drains or directly into waterways, it picks up pollutants and debris and deposits them in nearby streams and lakes. Some 98 percent of drinking water supplies in the metro Atlanta area come from rivers and

reservoirs. In addition, lakes and streams provide opportunities for fishing, swimming and contact recreation.

Preventing water pollution helps protect these recreational opportunities and reduce costs for treating drinking water supplies. In addition, it protects the health of rivers and streams and the aquatic plants, animals and microorganisms that depend on them.

About Alcoa Foundation

Established in 1952, Alcoa Foundation is a global resource that actively invests in improving the quality of life in more than 32 countries around the world where Alcoa operates. The Foundation's grants address global and local needs in Areas of Excellence that include: Conservation and Sustainability, Global Education and Workplace Skills, Business and Community Partnerships and Safe and Healthy Children and Families. Alcoa Foundation manages the ACTION and Bravo! employee volunteer programs. For more information about Alcoa Foundation, visit www.alcoa.com, under Community.

About Alcoa

Alcoa (www.alcoa.com) is the world's leading producer of aluminum, fabricated aluminum, and alumina , employing more than 120,000 people in 41 countries. Nearly 425 Alcoa employees work in metro Atlanta. Alcoa's products are used worldwide in aircraft, automobiles, commercial transportation, packaging, consumer products, building and construction and industrial applications. Alcoa's businesses in Atlanta include Southern Graphics Systems, Alcoa Wireless Services, Alcoa Home Exteriors, AFL Network Services and Kawneer Company, Inc.

*The **Clean Water Campaign** is a cooperative, multi-agency public education initiative spearheaded by local governments in metro Atlanta, supported by the Metropolitan North Georgia Water Planning District and managed by the Atlanta Regional Commission. Its mission is to build awareness of water quality problems and solutions in the Atlanta region. For more information about the Clean Water Campaign, contact Kelley O'Brien at 404.463.3259.*

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