

Media Contact: Viviana Bertorelli
615-259-4000
vbertorelli@mpf.com

NASHVILLE WATERWAYS CONSORTIUM LAUNCHES Rivive! NASHVILLE INITIATIVE

Nashvillians are encouraged to get involved in protecting Nashville's waterways

NASHVILLE, Tenn. (Sept. 25, 2017) – Today, the Nashville Waterways Consortium kicked off the Rivive! Nashville initiative to inspire Nashvillians to take action to protect the city's streams and rivers for future generations.

The Nashville Waterways Consortium is made up of five Nashville-area environmental conservation nonprofits that are working together to help Nashvillians learn more about the 2,500 miles of waterways that run through Nashville. According to state reports, 51 percent of assessed waterways in Davidson County are impaired. Impaired waterways may not be drinkable, swimmable or fishable.

The group developed the Rivive! Nashville initiative as its first collaborative project, a key piece of which is a newly launched [interactive website](#). Nashvillians can visit the site to learn more about the rivers, creeks and streams that surround their homes and businesses. [RiviveNashville.org](#) includes a first-of-its-kind calendar of events, and serves as a hub of recreational and volunteer activities on and around Nashville's waterways.

“Water has always played an important role in Nashville's economic development and culture,” said Mekayle Houghton, executive director of the Cumberland River Compact and consortium member. “There's no mistaking that this is a water city. Our organizations have come together to launch Rivive! Nashville to connect community members with opportunities to participate in keeping our water clean.”

“With close to 100 people moving to Nashville every day, we hope to catalyze a vision that values our waterways and recognizes clean water is an integral part of a healthy community,” said Dorie Bolze, president and CEO of The Harpeth Conservancy. “As more people come to be part of Nashville and more development happens in response, we increasingly must develop approaches to address our water quality challenges. If any city in the nation can make a difference, it is Nashville.”

Rivive! Nashville will launch with internationally renowned artist Beau Stanton's painting a mural in Nashville on Oct. 15 through Oct 24 at the corner of Fifth Avenue North and Commerce Street in downtown Nashville. This work is the result of a partnership between the Nashville Waterways Consortium and the Nashville Walls Project. The city is invited to celebrate the completion of the mural Saturday, Nov. 4, beginning at 4 p.m., coinciding with November's First Saturday Art Crawl.

The Nashville Waterways Consortium will be focusing on more public art and is sponsoring a 2018 Nashville Film Festival award that will go to a film that best depicts why Nashvillians should be proud of and act to protect their waterways. The winner will receive a \$2,500 cash prize.

The Consortium seeks to increase Nashvillians' participation in stream stewardship by offering volunteer opportunities throughout the year. Upcoming Rivive! Nashville activities include but are not limited to; the installation of green alleys Thursday, Oct. 12, a series of educational "River Talks" starting Thursday, September 28, and many opportunities to plant trees in November and December. A full events calendar can be found on the Rivive! website.

About the Nashville Waterways Consortium:

The Nashville Waterways Consortium is a collaboration among The Cumberland River Compact, The Harpeth Conservancy, The Nature Conservancy, The Richland Creek Watershed Alliance and The Tennessee Environmental Council, generously funded by The Dan and Margaret Maddox Charitable Fund. Visit Rivivenashville.org to learn more.