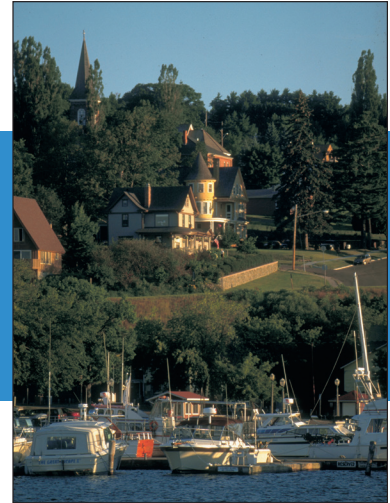


Blue Water Business Consortium

Does your business depend on good water quality to offer the best experience or make the best product possible for clients and customers?

Are you concerned about how threats to water quality and availability could impact your business?

Would you like to network with other water-based businesses that share your interest in keeping Wisconsin water clean and plentiful?



Small Business Voices For Clean And Plentiful Water

The River Alliance of Wisconsin organized the Blue Water Business Consortium (BWBC) to assist business owners, entrepreneurs and job creators that see the connection between healthy water and a healthy bottom line for their businesses.

The Blue Water Business Consortium is organized to:

- Promote the economic and environmental benefits of good water quality and increase awareness about small businesses that depend on clean and plentiful water.
- Advocate for policies that value the economic and social contribution of all businesses, regardless of size or political influence.
- Unite a diversity of water-dependent businesses under the common interest of clean and plentiful water.

The River Alliance is actively reaching out to business owners to join the Consortium. We want Blue Water Businesses to speak to their experiences and their convictions about the value of water to their businesses and to the state's economy and culture. When appropriate the River Alliance will conduct positive public relations efforts including paid advertising, video production, and other media.

The River Alliance of Wisconsin is a statewide conservation organization focused on protecting Wisconsin's flowing waters. We save rivers.



**For more information contact Helen Sarakinos at the River Alliance of Wisconsin:
608-257-2424 x 112 email: hsarakinos@wisconsinrivers.org www.wisconsinrivers.org**