



News Release

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Cumberland River Compact

New Web Tool Tells You How Your Neighborhood Stream Is Doing *Cumberland River Compact and Nature Conservancy put people in touch with local water quality*

Nashville, TN — How's your neighborhood stream doing? Is the water quality good? You're excused if you don't know. Most people have no idea if their neighborhood stream is fit or unfit for recreation and supporting fish and aquatic animal life.

But as of September 10th, Nashvillians will get a peek at a new online tool that will tell them in seconds about the health of their local creek and what they can do to help fix it if it's unhealthy. The web tool is called iCreek, and it will be unveiled on September 10th at the Cumberland River Compact's Dragon Boat Festival on the east bank of the Cumberland River at Cumberland Park. Cumberland River Compact staff will be on hand at a table to show visitors how easy it is to use iCreek and find out about their neighborhood stream.

Those who participate will have an opportunity to take an online pledge that they will take a recommended action to improve the water quality of their local stream.

"The time to act is now!" says Mekayle Houghton, Executive Director of the Cumberland River Compact. "Everyone needs to be engaged if we're going to have clean urban streams. We are so proud to launch iCreek – it provides the relevant, usable information for local action."

The new iCreek web tool is the product of a collaboration between the Cumberland River Compact and The Nature Conservancy. Jed Grubbs, Program Manager of Watershed Planning and Restoration, serves in a shared position for both the Compact and the Conservancy. He's played a key role in developing iCreek and the larger CumberlandRiverBasin.org website that iCreek is part of.

"This project grew out of a need we perceived for people to be better empowered by the wealth of good information that our basin's government agencies and not-for-profits produce on our local water quality," says Grubbs. "Often at the Compact we've been asked by people, 'How is my local stream

doing? What is its water quality? Can I help improve it?' That information does exist. The challenge for us has been making it more accessible.

"iCreek is a simple, easy-to-use web tool that addresses this challenge," he continues. "Just enter your address, and iCreek will tell you what's going on with the health of your local creek, what you can do to help it and who can help you."

The launch of iCreek at the Dragon Boat Festival coincides with the launch of CumberlandRiverBasin.org, the larger website where iCreek resides. CumberlandRiverBasin.org, says Grubbs, "is like a library." It collects a huge amount of information about the Cumberland River and its tributaries, and makes it available to whoever might need it—environmentally concerned citizens, families eager to find recreation opportunities on the river, or public officials who want more data on how their part of the Cumberland River watershed functions.

The information is organized under four main categories: Learn, Work, Play and Get Involved. The "Learn" section includes detailed overviews of the watershed. The "Work" section shares information on who is working on water quality around the basin and what they're doing. "Play" showcases recreational opportunities around the Cumberland River. "Get Involved" helps people plug into volunteer opportunities or contribute key information they have about the health of the river or tributary streams.

Ultimately, The Nature Conservancy and the Cumberland River Compact hope and expect that iCreek and CumberlandRiverBasin.org will empower people to connect with the Cumberland River and its streams in new and significant ways, and harness the power of collective action to improve the basin's water quality.

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The Cumberland River Compact improves the health and enjoyment of the Cumberland River and its tributaries through education, collaboration and action. Learn more about the Compact at www.cumberlandrivercompact.org.

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy and its more than 1 million members have protected nearly 120 million acres worldwide and more than 300,000 acres in Tennessee. Visit The Nature Conservancy in Tennessee on the web at www.nature.org/tennessee.