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## Opening day at the Yuba River today

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The South Yuba River Citizens League (SYRCL) invites community members to kick-off the river season with its annual "Opening Day at the River" celebration today. Memorial Day weekend is typically when people start flocking to the river in droves. River lovers will be greeted by SYRCL's enthusiastic and dedicated volunteer River Ambassadors who encourage visitors to keep the river clean.

Today's event will take place from 10 a.m. to 2 p.m. at the Highway 49 crossing. It will include kid-friendly activities, responsible recreation information, and an appearance from "Flo" — SYRCL's beloved fish mascot.

The River Ambassador program is part of an effort to welcome visitors to the river and remind them to do their part to keep the river clean and safe by packing out what they pack in. With state parks experiencing severe budget cuts in recent years, and with an estimated 700,000-plus people visiting the South Yuba River State Park annually, the River Ambassador program was developed to prevent the river from being "loved to death." River Ambassadors team up to educate the public about the impacts of trash, dog waste, broken glass, and wildfire on the South Yuba River from Memorial Day through Labor Day at the four main crossings: Edwards, Purdon, Highway 49, and Bridgeport.

In the past four seasons, the River Ambassador team has had face-to-face contact with more than 18,000 visitors to the South Yuba River State Park, collected 21,647 pieces of trash, and removed 3,485 piles of dog waste. The River Ambassador program concludes with SYRCL's Yuba River Cleanup on Saturday, September 17. Since 1998, the Yuba River Cleanup has picked up 194,080 pounds of trash and recycling from the river. The River Ambassador program was created as an extension to the "Cleanup" — with the goal of promoting yearlong stewardship so less litter would be left behind in the first place.

For more information, please contact Courtney Hudson, stewardship coordinator at [courtney@syrc.org](mailto:courtney@syrc.org) or 530-265-5961, ext. 212. For more information on River Ambassadors, visit <http://yubariver.org/our-work/river-ambassador-program/>.