

# Why Brewers for the Delaware River Association?



## THE DELAWARE RIVER WATERSHED IS IMPORTANT

The Delaware River Watershed supplies more than 15 million people with clean, reliable drinking water. This mighty river and watershed encompass more than 13,500 square miles across New York, New Jersey, Delaware, and Pennsylvania, including a variety of vast forests, 400 miles of designated National Wild and Scenic Rivers, and 700,000 acres of wetland habitat that also offer a destination for outdoor recreation activities, such as camping, canoeing and fishing. It's home to more than 400 bird species, serves as an important stopover site for the second largest population of migrating songbirds and raptors in North America, and boasts the largest and most important inland bald eagle wintering habitats in the northeastern United States.

## WHY AUDUBON?

We're the oldest environmental conservation network in America with the grassroots power of more than 1.4 million members. Brewers depends on clean, reliable water to survive and thrive, just as birds do; Audubon is here to make connections, build relationships, put resources behind initiatives, and empower voices for conservation. We are asking you, as Brewers, to join forces with the National Audubon Society to build a unified voice and effort to restore and protect the Delaware River Watershed.

## GOOD WATER, GOOD BEER

Making up 90% of beer, water is an essential ingredient in craft beer that makes each brew unique to the home and community. This region has a long, proud tradition of brewing by sourcing water from the Delaware River Watershed. Maintaining the Watershed as a clean, reliable water source is necessary for continued economic success and growth of the small business owners that make up that craft beer industry in this region.

## WHAT BREWERS FOR THE DELAWARE RIVER WILL DO

By joining the Brewers for the Delaware River Association, your businesses will become a vital united voice in the protection and preservation of the Delaware River, your community's backyard. The Association will support you in educating your communities and advocating for the health of the Watershed, through branding, emails, social media, events (such as a clean-up around Earth Day) and local or regional publicity. Together we can serve America's founding waters, the growing craft beer industry, and the countless millions of people, birds, fish and wildlife that depend on the Delaware River Watershed.

Delaware Water Gap, New Jersey.  
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