

June 19, 2007

Press Release

From: Kinnickinnic River Land Trust

Margaret Smith (425-5738, or krltmarg@pressenter.com)

Subject: Exclusive Kinnickinnic River Note Cards from Kinnickinnic River Land Trust

The Kinnickinnic River Land Trust (KRLT) has produced a series of 5 photo notecards, "Character of the Kinni" which are now available for sale at the KRLT office (421 N. Main St), and Freeman Drug (104 S. Main). These five exclusive photographs by Margaret Smith capture the beauty and character of the Kinnickinnic River watershed, featuring "The Upper Kinni", "The Lower Kinni", "In the Heart of a Community", "Rural Character", and "Rich in Native Plants."

An explanation of each characteristic of the Kinnickinnic River watershed is featured on the back of the cards. Each set of 5 notecards and envelopes is \$10. Proceeds from the notecard sales help support the conservation, river protection and education programs of the Kinnickinnic River Land Trust. To learn more about the KRLT and its Kinni River protection programs or to become a member, call 425-5738 or visit www.kinniriver.org. The KRLT is a 501 (c)3 organization and membership donations are tax deductible.