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## Western Rivers Conservancy's new web series takes viewers on a virtual journey to the West's most important rivers

**Portland, Oregon**—On March 3, [Western Rivers Conservancy](#) will launch the first episode of its new web series, *Great Rivers of the West*. The eight-part series will feature live, fast-paced and highly informative slideshows by author and conservationist Tim Palmer.

Every Wednesday at 6pm, Pacific Time, registered viewers can get to know a different state or region on a virtual visit to the area's keystone rivers, learning why these streams matter for fish and wildlife and how to experience them independently.

[Fishpond](#) founder and CEO Johnny Le Coq, and WRC co-founder and President Sue Doroff will kick off the episodes, and Doroff and Palmer will be available to answer questions at the end of each one.

Throughout the series, Palmer will look at top rivers across the West through the lenses of conservation and recreation—the same ones that have focused WRC's efforts to create sanctuaries for fish and wildlife and improve recreational access to hundreds of rivers and streams for over 30 years.

Palmer has made the study of rivers his life's work, paddling, photographing and writing books about them for over four decades. He and WRC began producing *Great Rivers of the West* as a reference guide over a decade ago for WRC to rely on as a tool for understanding the most outstanding rivers of the West.

WRC's approach to conservation is through land acquisition—working with willing sellers to permanently protect riverland and habitat. From entire watersheds to smaller parcels at critical locations, WRC buys land and puts it in the hands of long-term stewards for the benefit of fish and wildlife and to create public access. WRC has conserved critical river stretches, tributaries and confluences; returned desperately needed water to salmon and steelhead streams; created cold-water sanctuaries for salmon and other wildlife; safeguarded boating access sites, trails and camping areas; and created access to tens of thousands of acres of public lands. And for the last decade, it has used *Great Rivers of the West* to understand the riverscapes of the region and help inform where to focus its efforts.

This year, WRC once again teamed up with Palmer to update the report, only this time WRC wanted to share the information with river aficionados everywhere.

“We look at rivers through a broad filter,” said Doroff, “One that combines science and soul, wildlife and recreation. *Great Rivers of the West* was a tool we developed to understand the rivers of the West, and now we want to share it with everyone who wants to know rivers better, whether you’re an angler, boater, hunter, hiker or birder.”

Everyone who registers for the *Great Rivers of the West* web series will also be automatically entered to win high-end gear from Fishpond and Sawyer Paddles & Oars, two of the series’ sponsors. Each week, at the close of every episode, a winner will be randomly selected and announced.

The series is made possible through generous support from [Fishpond](#), [Sierra Nevada Brewing Co.](#), [Sawyer Paddles & Oars](#), [Bass Pro Shops and Cabela’s](#), [Loon Outdoors](#), [PTM Foundation](#) and [Western Rise](#).

**Those interested in registering for the series or learning more about Western Rivers Conservancy can visit [westernrivers.org](http://westernrivers.org).**

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## **CONTACT INFORMATION**

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## **ABOUT WESTERN RIVERS CONSERVANCY**

Western Rivers Conservancy acquires lands along rivers throughout the West to conserve critical habitat and to create or improve public access for compatible use and enjoyment. By cooperating with local agencies and organizations and by applying decades of land acquisition experience, Western Rivers Conservancy secures the health of whole ecosystems. Western Rivers Conservancy has protected hundreds of miles of stream frontage on great western rivers, including the Klamath, Madison, John Day, Mojave, Rio Grande, Yampa, Gunnison, Salmon, Snake and North Umpqua rivers. To learn more, visit [www.westernrivers.org](http://www.westernrivers.org).