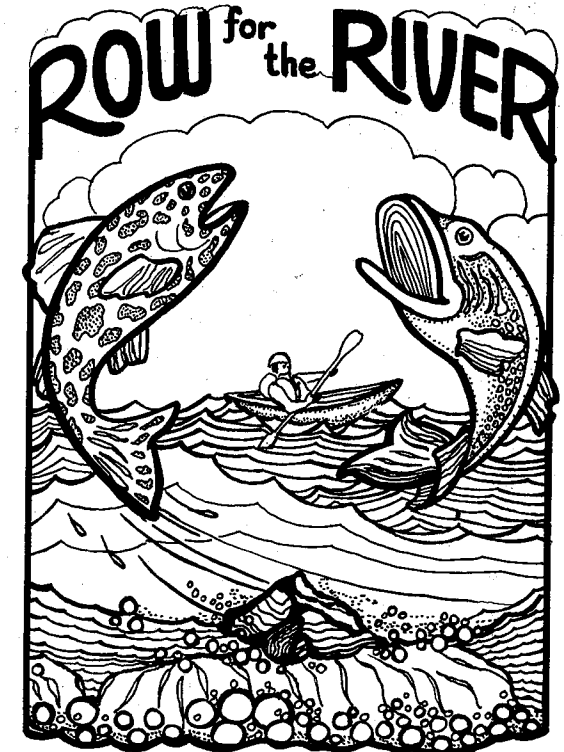
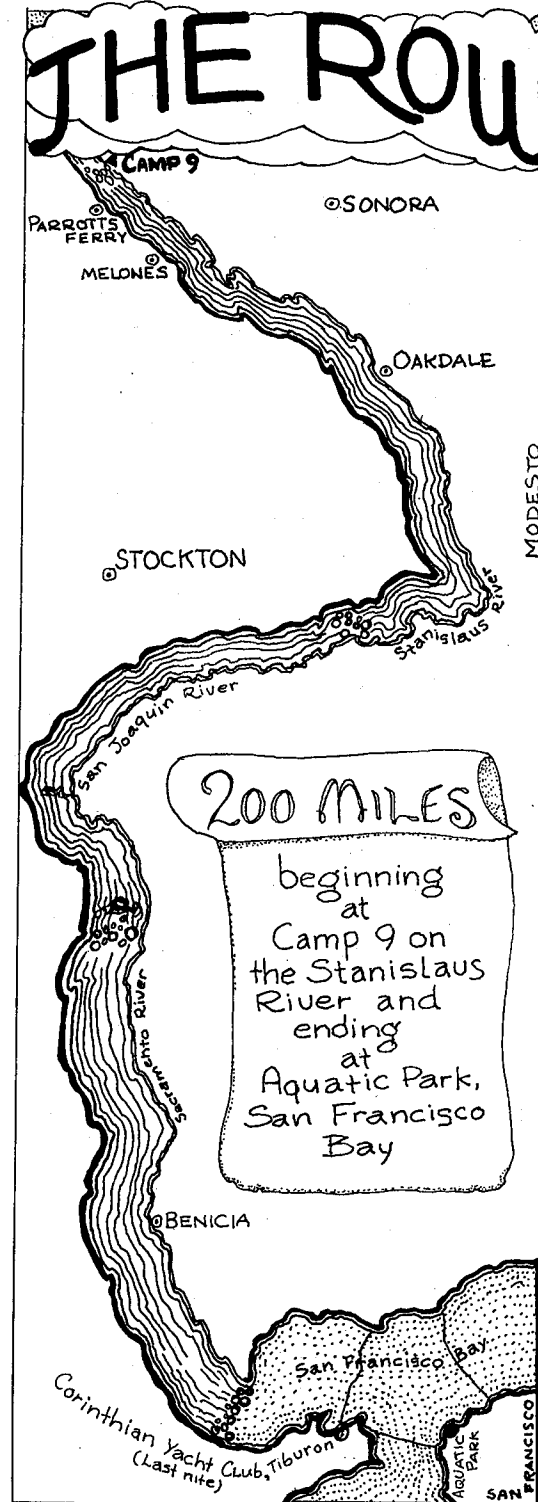


# SPONSORS OF THE RIVER ROWERS

NAME	NAME
ADDRESS	ADDRESS
PHONE	PHONE
*OCCUPATION	*OCCUPATION
EMPLOYER	EMPLOYER
FOR PER MILE	FOR PER MILE
FOR MILES	FOR MILES
TOTAL DONATED	TOTAL DONATED
NAME	NAME
ADDRESS	ADDRESS
PHONE	PHONE
*OCCUPATION	*OCCUPATION
EMPLOYER	EMPLOYER
FOR PER MILE	FOR PER MILE
FOR MILES	FOR MILES
TOTAL DONATED	TOTAL DONATED
NAME	NAME
ADDRESS	ADDRESS
PHONE	PHONE
*OCCUPATION	*OCCUPATION
EMPLOYER	EMPLOYER
FOR PER MILE	FOR PER MILE
FOR MILES	FOR MILES
TOTAL DONATED	TOTAL DONATED
NAME	NAME
ADDRESS	ADDRESS
PHONE	PHONE
*OCCUPATION	*OCCUPATION
EMPLOYER	EMPLOYER
FOR PER MILE	FOR PER MILE
FOR MILES	FOR MILES
TOTAL DONATED	TOTAL DONATED
*Required for state disclosure laws	
Collected for:	GRAND TOTAL DONATED _____
<input checked="" type="checkbox"/> I am a rower who will row ___ miles	YOUR NAME _____
<input type="checkbox"/> Any rower	ADDRESS _____

Tear off and send to us



SEPT. 14



Friends of the River  
P.O. Box 8826  
Stanford, Ca. 94305

# THE RIVER INITIATIVE

WHAT IS THE STANISLAUS? To the thousands of Californians who know and love her, she is a majestic lady who cascades down from the Emigrant Wilderness above Yosemite, to the floor of the San Joaquin Valley. The New Melones Dam would destroy her - backing up her free-flowing waters some 20 miles, wiping out magnificent stretches of the upper river, undating priceless years of history and rich tradition.

HERE ARE SOME ADDITIONAL FACTS:

1. New Melones is a Federal Project. The State Water Resources Control Board filed a negative report on New Melones saying the large dam wasn't needed. The Federal Government SUE TO OVERRULE THE STATE BOARD and continued on the project.
2. The dam would be 62 stories high, cost \$260 million tax dollars, and require 5 million gallons of gasoline to build.
3. New Melones was initially authorized in 1944 as a flood control project. It has since ballooned into a Congressional boondoggle which may result in the second highest rockfill dam in the nation.

FLOOD CONTROL AND POWER GENERATION:

We do not dispute the need for a flood control without destroying the river. Nor do we dispute the growing need for power in our state. Despite what backers of the dam claim, New Melones would barely generate enough power to run its own pumps. Hydroelectric power in the area is so INEFFICIENT that PG&E and Southern California Edison HAVE REJECTED THE AREA FOR POWER DAMS.

RECREATION AND WATER STORAGE: We DO dispute - however - other arguments for the dam which cater to the powers behind this classic porkbarrel project. ARGUMENT: We need the recreation a reservoir would bring. ANSWER: The Stanislaus is the second most popular rapid-running river in the nation, with some 80,000 fishermen, campers, hikers, scouts, rafters, and vacationers enjoying her natural wonders each year. The dam's proponents would have us believe that flatwater recreation on a gigantic reservoir would be more valuable. How can this be - with 13 other such reservoirs in the area, especially considering the terrible loss such a reservoir would mean? ARGUMENT: The Federal Bureau of Reclamation already has 1,000 billion gallons of surplus water. And the State Water Resources Control Board has ruled that New Melones can only be filled one-quarter until the proponents can show some need for the water.

Over a half-million Californians signed the River Initiative for the right to vote on whether or not we want New Melones on the Stanislaus. Politicians must realize that there are more important priorities than a big dam of little value - among these is appreciating and preserving what is left of our historic and natural legacy.

BECAUSE THE RIVER CANNOT PROTECT ITSELF, BECAUSE THE POLITICIANS REFUSE TO TRIM ANOTHER POLITICIAN'S FAT, BECAUSE THE COURTS SAY THE FEDERAL GOVERNMENT USUALLY HAS JURISDICTION OVER THE STATE, AND BECAUSE THE ARMY CORPS ONLY DOES WHAT IT IS TOLD - THE FATE OF THE RIVER IS IN OUR HANDS.

# WHY ROW for the RIVER

Because the river needs your help. The River Initiative, Prop.17, is a grassroots campaign in need of money, support, media exposure and more money to get more media exposure. We need to get the facts about Prop.17 out to the voters and that takes money. The opponents of Prop.17, the construction industry, unions, the utilities, all the special interests with all of the money will be spending over a million dollars to defeat us. The odds are against us and they're betting we can't do it. But we can and will beat those odds if each of you will get just five people to sponsor the River Rowers for 10¢ per mile (less if they want, more if they can). That will give us enough, along with our grassroots support, to run a winning campaign. Best of all, the River will win its freedom.

DELIVER THE RIVER - GET SPONSORS FOR THE RIVER ROWERS.

# WHO WILL ROW for the RIVER

1. The "All the way Rowers" - This is a group of crazy fanatics that will go "all the way" - 200 miles from Camp 9 on the Stanislaus River to the San Francisco Bay. You can either: (a) be one of these crazies (if you're an experienced kayaker) and get sponsors for yourself; or (b) get sponsors for them (the money of course, goes to the campaign - all we give the fanatics is food, water (200 miles of it) and a padded kayak).

2. Part Timers - This is for anyone who isn't a crazy enough fanatic to go all the way, but still wants to be in "Row for the River". Get sponsors and join the "All the way Rowers" any time they pass through a town, then get off when you've had enough.

# GET SPONSORS

The success of Row for the River and the campaign depends upon your getting sponsors for the "crazy fanatics"

To get sponsors, tell anyone and everyone about Row for the River and the River Initiative and ask them to sponsor a rower. Be sure to fill in their name and the other information asked for on the other side of this panel.

Get as many sponsors as you can. If you need more sponsor cards just let us know and we'll get them to you or use your own sheet of paper.

Send your donations as soon as possible. You can collect the money when it is pledged, if its for "all the way rowers", because they will go "all the way". The sooner we get the money the better we can plan the campaign.

Please send this panel along with checks to:

Friends of the River  
P.O. Box 8826  
Stanford, Ca. 94305

*All of our financial statements are on file at the Secretary of States office for public inspection.*

Tear off and send to us

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