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For Immediate Release: Sept. 26, 2009

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CUMBERLAND CHAPTER RECEIVES 2009 SIERRA CLUB COMMUNICATIONS AWARD

SAN FRANCISCO, CA – The Cumberland (Kentucky) Chapter Facebook page has been selected to receive the Sierra Club 2009 Communications Award in San Francisco on September 26, 2009. This award honors the best use of communications by a Sierra Club chapter to further the Club's mission.

While the National Sierra Club and many Chapters and Groups have begun using Facebook and other social networking sites to promote the Club, the Cumberland Chapter has been particularly aggressive in using this medium for recruitment and engagement. The Chapter only began using social networking tools in December 2008 with the creation of a Facebook page. Six months later, over 700 fans had been recruited to the Chapter's site.

According to Cumberland Chapter Chair Joey Shadowen, "This is impressive when you consider that the Chapter itself has only around 5,000 members. In addition to our Facebook site, we have a MySpace page and Twitter, all of which link back to the Cumberland Chapter web page. In addition, two of five groups have Facebook pages."

The Chapter's Facebook site is being used to promote all of their outings and events, and also link people to action alerts. Their recent appeal to protect Robinson Forest, an area in Eastern Kentucky that is threatened by proposed strip mining, generated over 600 comments from members and non-members using a combination of Sierra Club outreach tools, the Cumberland Chapter website, and Facebook alerts.

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