

**FOR IMMEDIATE RELEASE**

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**Media Advisory: Cahaba River Society’s Frydown returns for its 15th year**

Cahaba River Society is thrilled to announce the 15th annual Frydown, set to take place on Sunday, Sept. 29th, from 12:00 p.m. to 4:00 p.m. at Cahaba Brewing Co. [Check out our FAQs](#) for additional details and a full lineup of music and entertainment.

<b>WHAT?</b>	A competitive catfish cookoff, a party, and a river education experience all in one. Join us to help restore and protect the river for future generations. <a href="#">Check out our FAQs for a full list of live music, entertainment, and activities.</a>
<b>WHY?</b>	Cahaba River Society is an educator, expert resource, and collaborative partner working to protect and restore the Cahaba River watershed and its rich diversity of life.
<b>WHERE?</b>	<a href="#">Cahaba Brewing, Building C 4500 Fifth Ave S, Birmingham, AL 35222</a>
<b>WHEN?</b>	The cookout is on Sept. 29 from 12 p.m. - 4 p.m.
<b>WHO?</b>	Anyone is welcome to attend, compete, or sponsor the event.
<b>HOW MUCH?</b>	Admission is \$20. Kids 11 and under are free.

During Frydown, staff will be available for interviews about the Cahaba River and Cahaba River Society’s efforts to protect and restore our region's primary drinking water source. There will be one photo opportunity at 2:30 p.m. with the staff and a second photo opportunity with the board following the announcement of the winners at 3:30 p.m.

Cahaba River Society is a nonprofit organization dedicated to the protection and restoration of the Cahaba River and its rich diversity of life. Through education, advocacy, and hands-on programs, the Cahaba River Society works to ensure that this essential waterway remains a viable resource for generations to come.