

Keep the River Running | Run the River Campaign

Campaign Fact Sheet

What this is

Keep the River Running is a national campaign built around **Keep the River Running**, an endurance and storytelling effort led by ultra runner and water advocate Mina Guli.

In summer 2026, Mina will run the full length of the Colorado River, from source to sea. Along the way, the campaign connects communities, industries, and decision-makers to a shared challenge: ensuring the river can continue to sustain life, livelihoods, and economic stability.

This is not just a run. It is a platform to turn visibility into action. It is giving a human voice to the issues communities living on both sides of the Colorado River basin face.

Why it matters

The Colorado River is one of the most important systems in the United States:

- Supports water for **40 million people**
- Supports **16 million jobs**
- Drives **\$1.4 trillion in annual economic activity**

Water scarcity is no longer only an environmental concern. It is an economic and societal issue that is already shaping how communities grow, how businesses operate, and how the country plans for the future.

The challenge

The Colorado River Basin is under increasing pressure:

- Declining supply driven by changing weather patterns and aridification
- Long-standing overuse governed by a water compact created in 1922
- Aging infrastructure and rising system losses
- Competing demands from cities, agriculture, and industry

Much of this system is invisible to the public. The risks are growing faster than awareness and coordinated action.

What this campaign does

The campaign connects awareness to action through three core elements:

Run the River

A source-to-sea endurance run that creates national visibility and a shared story about the river and its importance.

Community engagement

Public events, local runs, and media moments that connect national challenges to local realities and elevate voices across the basin.

Leadership summits

Convenings across key cities that bring together business, local governments, utilities, Tribal Nations, and civil society to align on practical, collective action.

What success looks like

The campaign is designed to move beyond awareness:

- Elevate water scarcity as a national economic priority
- Strengthen alignment across sectors and communities
- Encourage practical commitments, not abstract goals
- Build momentum for long-term, basin-wide collaboration

The goal is sustained impact, not a single moment of attention.

Who is involved

Mina Guli

Global water advocate and endurance athlete using long-distance runs to make water scarcity visible and human.

Grundfos

A global water solutions company supporting the campaign to help connect awareness to action and convene stakeholders around water resilience.

Water Resilience Coalition and partners

A multi-stakeholder platform working to translate awareness into coordinated action, investment, and measurable progress across the basin.

The core idea

When the river runs strong, America runs strong.

The Colorado River is not only a natural system. It underpins communities, industries, and economic stability across the United States.

Protecting it is a shared responsibility.

A shared direction

The solutions to water stress exist today. The challenge is scale and coordination.

Progress depends on:

- Using less water
- Losing less water
- Reusing more water

No single organization can solve this alone. It will take sustained, collective action across sectors and communities.

Call to action

The Colorado River has shaped how the American West grew.

What happens next will shape how it continues to live.

The moment to act is now.