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## RENO RIVER FESTIVAL RETURNS FOR YEAR SIX WITH MORE EVENTS AND ACTIVITIES IN 2009

**RENO, Nev. (March 10, 2009)** – Known around the world as one of the industry's top whitewater events, the Reno River Festival is back and ready to beckon the summer season into full swing for 2009. Celebrated as the unofficial kick off to the summer special events season in northern Nevada, the 6<sup>th</sup> annual Reno River Festival is prepared to open summer with a splash, offering a little something for everyone May 8 – 10, 2009. Ranging from good clean fun in the Charity Raft Race to down and dirty debauchery during the 2<sup>nd</sup> annual Run Amuck fun run and the Holland Project's annual Double Dutch Battle, this year's Reno River Festival is set to amp up the old and ring in the new with an increased schedule of events, activities and offerings for 2009.

Welcoming nearly 40,000 athletes and spectators last May, the 6<sup>th</sup> annual Reno River Festival is just nine short weeks away. The pros are prepared and the amateurs are arranging training schedules for what's set to be the fiercest whitewater competition of the year. Add to that the 2<sup>nd</sup> annual Run Amuck two-person obstacle relay race and Friday afternoon's Charity Raft Race, as well as the thousands of spectators and revelers who will descend on downtown Reno for a weekend of music, parties, food and Yoga in the Park, and the 2009 Reno River Festival is bracing itself for the biggest, baddest event in its six-year history.

"Last year was a history-making event for us at the Reno River Festival," said Jim Litchfield, co-owner of the Reno River Festival. "The Run Amuck was a huge success and we hosted the largest crowd in the history of the event. And now that we've taken ownership of the Charity Raft Race and introduced even more new components it's going to be very exciting to see where we go from here."

The 6<sup>th</sup> annual Reno River Festival kicks off on the afternoon of Friday, May 8 with the Open Freestyle Competition and the 5<sup>th</sup> annual Grubb & Ellis Charity Raft Race featuring six-person teams of costumed competitors racing from Crissy Caughlin Park to the Truckee River Whitewater Park in downtown Reno. Wrapped up with a post-race barbecue and awards ceremony, the Charity Raft Race is followed by the first in the Festival's six-band line up and the official kick-off party that evening at West Street Market. The festivities follow into Saturday with Yoga in the Park and the beginning of the professional freestyle competition. The mud flies during that afternoon's Run Amuck race, expected to attract more than 500 costumed runners, and the Holland Project's annual Double Dutch Battle across the way at Barbara Bennett Park. After a morning Yoga workout, Sunday brings a revamped boatercross competition featuring the traditional men's, women's and junior competitions but with an added twist: tandem. Whether it's pros, amateurs, men, women or children, the tandem boatercross is sure to be the highlight of the day featuring two people per boat in a head-to-head race to the finish line. Live music entertains throughout the weekend along with hundreds of vendors at the outdoor expo and enough food and beverage to satisfy any craving.

So grab the sunscreen and pick up the latest Reno River Festival swag and get down to Wingfield Park for three days of action-packed, fun-filled adventures in the heart of downtown Reno. After all, everybody's doing it – or at least a good 40,000.

The Truckee River Whitewater Park is located just minutes from Reno's 24-hour gaming excitement and other attractions including dining and nightlife, golf, skiing and snowboarding, hiking and bike trails, lakes and a selection of art museums and galleries. For more details about the 6<sup>th</sup> annual Reno River Festival or Run Amuck, visit [www.RenoRiverFestival.com](http://www.RenoRiverFestival.com) or call 775-784-9400 x 119.

*The 6<sup>th</sup> annual Reno River Festival is held at the Truckee River Whitewater Park at Wingfield in the heart of downtown Reno's booming RiverWalk district. Hosting top whitewater athletes from around the world May 8-10, 2009, the city's \$1.5-million Whitewater Park contributes to the region's image as America's Adventure Place, providing an easily accessible venue for adventure and recreation just steps from downtown's Reno's entertainment and gaming district. The 6<sup>th</sup> annual Reno River Festival is presented by Reno River Festival LLC in Reno-Tahoe, America's Adventure Place.*

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