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RENO RIVER FESTIVAL FACT SHEET

ABOUT

Now in its sixth year on the Truckee River, the annual Reno River Festival takes place each May at downtown Reno, Nevada's Truckee River Whitewater Park at Wingfield, just steps away from hotels, dining, shopping, cultural attractions and 24-hour gaming and nightlife venues. The 2009 Festival is scheduled for May 8 – 10, 2009 and the three-day event includes professional and open freestyle and slalom boatercross kayaking competitions, product exhibitions, food and beer gardens, the "Run Amuck" fun run, yoga in the park, live music and plenty of after-hours entertainment at area clubs and nightspots.

HISTORY

The inaugural Reno River Festival was held May 14 – 16, 2004 as a grand opening event to celebrate the construction of the Truckee River Whitewater Park at Wingfield. The first ever event drew 14,000 people to the banks of the Truckee while the second and third years saw 16,539 and 21,265, respectively. Years four and five drew 32,800 and 37,226 people to the heart of downtown Reno and the 6th annual Reno River Festival is expected to grow numbers even further this May 8 – 10, particularly due to the enthusiastic response for the festival's newest addition, the Run Amuck fun run, which drew more than 400 runners in 2008.

After a successful fourth year of competition and entertainment at the Truckee River Whitewater Park, the Reno-Sparks Convention and Visitors Authority (RSCVA), the area's local tourism organization and owners of the Reno River Festival, decided to put the event on the market. Two key players in the event's organization and production, Fluid Concepts and Seismic Events, formed Reno River Festival LLC, submitted its vision for the Festival along with a joint summary of qualifications and, two months later became owners of the Reno River Festival. Formerly, Fluid Concepts organized and produced athletic competitions for the Reno River Festival and Seismic Events sold event sponsorships and coordinated vendors.

CHAMPIONS

The Reno River Festival consistently has drawn the world's top whitewater competitors to downtown Reno for three days of fierce and fun freestyle and slalom competition.

The 2008 Men's Reno River Festival Freestyle first-place-finisher is four-time World Freestyle champion and owner of Jackson Kayaks, Eric Jackson, followed by Stephen Wright and Andrew Holcomb in second and third,

respectively. The boatercross competition was conquered by world famous boater Tao Berman, followed closely by Lane Jacobs and Dave Fusilli.

The Women's pro freestyle competition took an interesting turn in 2008 with 18-year-old Emily Jackson beating out two-time Reno River Festival champion Tanya Faux. Faux, who took second, was followed by current World Freestyle Champion and Team Reno trainer Ruth Gordon. Faux returned to the top in the women's boatercross, with Diane Gaydos in second and Devon Barker in third.

Completing the 2008 Jackson family winning streak, 12-year-old Dane Jackson swept the juniors freestyle competition followed by Reno local Jason Craig in second and Jonathan Shales in third. In the boatercross, Shales slid into first with Jackson in second and Connor McLeod in third.

TRUCKEE RIVER WHITEWATER PARK

The \$1.5-million Truckee River Whitewater Park at Wingfield was constructed in 2003. It has two channels, a north, freestyle kayaking channel and a south, slalom boatercross channel. It is both Nevada's and the region's first whitewater park and kayak slalom racing course making it arguably the most sophisticated whitewater park in an urban environment in the United States. The park is designed for kayaks, canoes, rafts or inner tubes and is accessible for all levels of water enthusiasts including those with disabilities or special needs. The Truckee River Whitewater Park is free to the public and is open year-round with a constant flow of clean, fresh water and a favorable climate. It is also proven to accommodate low water flows and extreme environmental changes ensuring usability during dry spells and high spring runoff. The Truckee River Whitewater Park has consistently produced some of the highest-scoring freestyle scores in professional kayaking competition.

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