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RENO RIVER FESTIVAL KICK-OFF PARTY HITS WEST STREET MARKET FRIDAY, MAY 8

Three live bands, Run Amuck pre-party, free food and drinks for VIPs from 7-9 p.m.

RENO, Nev. (April 29, 2009) – Long known as the kick off to the Reno-Tahoe summer season, the Reno River Festival has plans to do just that this year with a bigger party than ever starting at 6 p.m. Friday, May 8. Closing out the first official day of competition on the Truckee River, the party takes place at downtown Reno's West Street Market and includes live performances from three bands – Del Mar, Harmonic Prophecy and Sturdy Beggars – and free food and drinks for VIPs from 7 – 9 p.m. The Reno River Festival kick-off party is open to the public and is free for all attendees. It also features a viewing of adventure kayaking film, "Hotel Charley 4, At Your Own Risk" and Run Amuck teams are encouraged to get the party started early, with race day packet pick up and registration available from 6 – 8 p.m.

Featuring Bud Gaugh, one of the founding members of famed bands Sublime and Long Beach Dub All Stars, Del Mar opens the evening at 8:30 with its classic surf-punk style following a live remote from Alice@96.5. Formed in 2006, Del Mar recently released its first album and makes its way to the Reno River Festival as the ideal beach party band.

Another band on the heels of a recent CD release, Harmonic Prophecy is self described as "steroid infused blues." Better described as equal parts blues, reggae, funk, punk and rock, this five-piece band follows the form of Sublime and Pepper, providing the perfect complement to one of the summer's biggest parties.

Sturdy Beggars closes the evening out with the eclectic mix of Irish-English folk rock the band has quickly become known for. Twisting a lead singer's quick wit together with folk music and an Irish Fiddle, Sturdy Beggars is sure to keep crowds entertained as revelers prepare for day two of the 6th annual Reno River Festival.

West Street Market is located between 1st and 2nd Streets at West Street. Parking is available at the 1st Street Parking Gallery and is free with validation.

The Truckee River Whitewater Park is located just blocks from Reno's 24-hour gaming excitement and other attractions including dining and nightlife, golf, skiing, hiking and bike trails, lakes and a selection of art museums and galleries. For more details about the 6th annual Reno River Festival, visit www.RenoRiverFestival.com or call 775-784-9400 x 119.

The 6th 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 6th annual Reno River Festival is presented by Reno River Festival LLC in Reno-Tahoe, America's Adventure Place.

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