



FOR IMMEDIATE RELEASE

CONTACT: Jenny Federito, RKPR Inc.
775-378-0032 / jenny@rkpr.com
Bryan Sintay, RKPR Inc.
775-378-4253 / bryan@rkpr.com

3rd ANNUAL RENO RIVER FESTIVAL RETURNS TO RENO'S TRUCKEE RIVER THIS SPRING *Festival Set For May 12-14, 2006*

RENO, Nev. (Spring 2006) —The Reno River Festival is now preparing for its third year, bringing together, once again, top kayak professionals and amateur athletes from around the country to compete at the nationally acclaimed Truckee River Whitewater Park at Wingfield in downtown Reno. The Reno River Festival, scheduled for May 12-14, 2006, showcases kayaking action at its best with a weekend full of competitions, demos and an expo featuring the hottest products on the market, all set in one of the most adventurous cities in the country – Reno-Tahoe, America's Adventure Place.

"The Reno River Festival has become a staple competition in the kayaking industry, one that draws big names and big numbers each year," said Deanna Ashby, executive director of marketing for the Reno-Sparks Convention and Visitors Authority (RSCVA). "For the third year, we are adding even more competitions, demos, exhibitors and activities for attendees. The Reno River Festival is a true example of what our America's Adventure Place message means, bringing adventure to life right in the heart of our city."

The Reno River Festival takes place at the \$1.5 million Truckee River Whitewater Park at Wingfield, located in the heart of the booming downtown business and arts district in downtown Reno. The park is both Nevada's and the region's first whitewater park and kayak slalom racing course and totals 2,600 feet in length. The park is rated a class 2 to 3 for difficulty (on a scale of 1 to 6) and features north and south channels that surround a city park on an island in the river, 11 "drop pools" and boulders for kayaking maneuvers, a slalom racing course, and 7,000 tons of smooth flat rocks along the shores for easy river access and spectator seating.

The Truckee River offers a dynamic water experience year-round and the Reno-Tahoe region provides many other adventure attractions including 24-hour gaming excitement, golf, skiing, trails, lakes and art just minutes from downtown and the Reno-Tahoe International Airport.

For information on the 2006 Reno River Festival, visit www.RenoRiverFestival.com. For more information about Reno-Tahoe, America's Adventure Place or to book a trip, logon to www.VisitRenoTahoe.com or call 800-FOR-RENO (800-367-7366).

The Reno River Festival is held at the \$1.5 million Truckee River Whitewater Park, located in the heart of Reno's booming downtown business and arts district. The park, with rapids rated class 2 and 3, is both Nevada's and the region's first whitewater park and kayak slalom racing course, totaling 2,600 feet in length and featuring north and south channels that surround an outdoor amphitheater and park. There are 11 "drop pools" and specially-placed boulders for kayaking maneuvers, a slalom racing course, and 7,000 tons of smooth flat rocks along the shores for easy river access and spectator seating.

###