



FOR IMMEDIATE RELEASE

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

RENO RIVER FESTIVAL COMPLETES THIRD SUCCESSFUL YEAR WITH TOP KAYAKERS IN THE WORLD

RENO, Nev. (May 23, 2006) — The 3rd annual Reno River Festival, May 12-14, 2006, brought together the best paddling competitors in the world for a weekend of kayaking competitions and demos at the Truckee River Whitewater Park in downtown Reno. And while the pros were fighting it out for the freestyle invitational men's and women's championship, amateurs were competing side-by-side with world champions in the Boater Cross and Down River Race and for the top spots in the Open Freestyle competitions. Tourists and locals made up a crowd of more than 21,000 over the three day event, up from just under 17,000 in 2005.

The Pro Freestyle Invitation Competition invited the top men and women in the sport of freestyle kayaking to compete for the championship title. Taking the Women's Pro Freestyle Championship title was Tanya Faux, followed by second place winner Nikki Kelley and third place Emily Jackson, 15-year-old daughter to first place men's champion, Eric Jackson. Faux, an Australian kayaker and outdoor recreation instructor, was also the first place Women's Invitational Freestyle champion at the 2005 Reno River Festival. Kelley, 2005 winner of the Reno River Festival Women's Open Boater Cross, is most known for her expedition style boating. Emily Jackson placed in the top three for a second year in a row at the festival.

The Men's Pro Freestyle Competition winners were Eric Jackson, taking first for the second straight year, followed by Steven Wright, third place finisher in the 2005 Reno River Festival, and Jay Kincaid, a Reno, Nev. local and 2004 Reno River Festival champion. Jackson, who is ranked number one on the Playak.com list of the World's Most Famous Kayakers, is the current World Freestyle Kayak champion and founder of Jackson Kayak. He is an Olympic athlete who helps to push the sport as head of Team JK (Jackson Kayak), his personally-sponsored kayaking team. Kincaid is the 2003 World Freestyle Kayak champion and is ranked number eight on the Playak.com list. Wright competed last year with the pros after winning first place during the Open Freestyle Competition and has had quite a year of competition and training as one of the newest members of Team JK.

The 2006 Men's Open Freestyle Competition winners were Jud Keiser, taking first, followed by Corey Volt in second and Josh Matsell as the third place finisher. The 2006 Women's Open Freestyle Competition winners were Christie Glissmeyer, taking first, followed by Lizzie English in second and Devon Barker as the third place finisher. The top three Open Freestyle winners moved on to compete in the Pro Invitational Competition.

The 2006 Reno River Festival had a total of 115 entrants competing in the following categories: Pro Freestyle Invitational Competition with 12 men and 10 women; Boater Cross featuring 45 competitors; Open Freestyle with 27 competitors; and the Down River Race with 21 entrants.

-more-

Reno River Festival Completes Third Successful Year 2-2-2-2

In addition to the professional and amateur competitions, the Reno River Festival invited first-timers, and even professionals, to get in the water and test out the rapids with a full menu of classes and clinics led by local and regional paddling experts as well as talk one-on-one with the top manufacturers at the consumer expo.

For a complete list of results from the 2006 Reno River Festival or more on the professional athletes competing in this year's event, visit www.RenoRiverFestival.com. For more information about Reno-Tahoe, America's Adventure Place, 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.

###