



MEDIA ADVISORY

June 12, 2018

PICTURE 3,000 PADDLERS ON THE NORTH SASKATCHEWAN RIVER TICKET REGISTRATION OPENS FOR EPCOR RIVERFEST

Edmonton, AB – Ticket registration for the EPCOR RiverFest on-the-water float opens on June 14 with a goal of doubling the number of paddlers over last year.

The two-day festival takes place Aug. 11 in Edmonton and Aug. 12 in Devon and Fort Saskatchewan. It showcases the many ways people can safely enjoy the river valley, and is highlighted by an organized float down the North Saskatchewan River that participants register for online in advance.

In its first year, EPCOR RiverFest attracted nearly 2,500 people including approximately 1,500 rafters. This year, the goal is 3,000 people on the water.

When: June 14, 2018, 10:45 a.m. - noon (Program: 11 – 11:30 a.m.)

Where: Laurier Park (boat launch): 13221 Buena Vista Rd NW, Edmonton

What:

- Short program to officially open ticket registration
- Unveiling of 2018 EPCOR RiverFest raft
- Weather permitting: Opportunity to go on a 15-minute float on a large raft or Voyageur canoe (please dress appropriately, including wearing appropriate shoes)
- Photo opportunities with rafts and canoes

Who:

- River Valley Alliance (interview: Executive Director Brent Collingwood)
- EPCOR (interview: CEO Stuart Lee)
- Representatives from RVA shareholder municipalities (interview: as available)
- EPCOR RiverFest partners

For more information, contact:

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