



MEDIA RELEASE

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EPCOR RIVERFEST BRINGS TOGETHER THOUSANDS OF PEOPLE, INCLUDING 2,200 PADDLERS, OVER A LOVE FOR THE RIVER VALLEY

Edmonton, AB – Last weekend the second annual EPCOR RiverFest saw nearly 2,400 attendees in Edmonton get connected with the North Saskatchewan River Valley – including 2,200 paddlers on the river.

“Thank you to everyone who showed up as an EPCOR RiverFest participant, volunteer, exhibitor, vendor, or sponsor,” says Brent Collingwood, executive director of the River Valley Alliance, which organizes the inaugural event. “None of this would be possible without so many people coming together over a shared love for our river valley and a desire to connect with it.”

EPCOR RiverFest is a weekend event in Edmonton, Devon, and Fort Saskatchewan to showcase the many ways people can safely enjoy the river valley on land and water, the highlight of which is an organized float down the North Saskatchewan River.

“The event did what it was intended to do. It brought together an unprecedented number of people and organizations to enjoy and appreciate the river and the river valley – and we hope it either fueled or sparked a passion for this natural gem in our own backyard. We hope to see everyone at the event again next year.”

Rain, lightning, cool temperatures and wind gusts, unfortunately led to the organizers’ difficult decision to cancel Sunday’s events in Devon and Fort Saskatchewan. However, the Edmonton event alone still put 700 more paddlers on the river than last year, and drew more people than all three events combined in 2017.

“Mother Nature didn’t cooperate for one of the days, but the safety of our participants is our top priority and we’re still thrilled with this weekend’s result,” says Collingwood.

[Drone footage and photos from Saturday’s event in Edmonton](#)

For more information about EPCOR RiverFest: epcorriverfest.ca

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About the River Valley Alliance

The River Valley Alliance (RVA) is a not-for-profit organization made up of the seven shareholder municipalities that border the North Saskatchewan River in the Edmonton Metropolitan region: the Town of Devon, Parkland County, Leduc County, the City of Edmonton, Strathcona County, the City of Fort Saskatchewan, and Sturgeon County. The RVA's goal is to create trail connectivity and access through a balanced approach of preserving, protecting and enhancing one of the largest metropolitan river valley park systems in the world. Projects include trails, pedestrian bridges, and boat access. The organization is reaching a success milestone this year with its 13-project Phase I Capital Plan wrapping up – a plan that includes four boat docks in Edmonton (including one at Laurier Park) as well as the Terwillegar Footbridge. The ultimate objective of the RVA is to connect one continuous trail from Devon to Fort Saskatchewan, spanning approximately 125 km.

rivervalley.ab.ca