



## MEDIA RELEASE

June 13, 2019

### **TICKET SALES LAUNCH TODAY FOR EPCOR RIVERFEST, ORGANIZERS AIM TO DOUBLE ATTENDANCE TO 5,000**

Edmonton, AB – Ticket sales for EPCOR RiverFest’s on-water activities open today with a goal of doubling the number of folks who #baskonthesask this year.

Organized through the not-for-profit organization the River Valley Alliance (RVA), EPCOR RiverFest has quickly become a cornerstone summer event. The one-day festival takes place on Aug. 10 in both Edmonton and Devon this year, and is slated to showcase the many ways people can safely connect with and enjoy the river valley. This includes purchasing tickets to float on the North Saskatchewan River in rafts or canoes.

In its first year, the event attracted nearly 1,500 people on the water. Last year that number nearly doubled at 2,400. This year the goal is 5,000 attendees across both locations (including 4,000 in Edmonton).

The event’s family-friendly ticket prices start at \$15 per person for canoes and \$20 per person for rafts, and its land activities continue to be free. Both Edmonton and Devon offer programming both on and off the river for everyone to enjoy:

- The on-water program in Edmonton offers large and small rafts as well as Voyageur canoes.
- In addition to the return of the small rafts, new at the Devon location this year are inner tubes, stand up paddle boards, kayak and fishing clinics and a morning pancake breakfast.

A new expanded land program at both locations will include a programmed stage and activity zones like bike courses, guided hikes, and gold panning hosted by local river valley outfitters and organizations.

“More people are connecting with our beautiful river valley through EPCOR RiverFest and we’re excited to introduce some new elements that build on the success of the past two years,” says RVA Executive Director Brent Collingwood. “By connecting people to activities they can do in the river valley, the intention of both the River Valley Alliance and the festival is to encourage people to keeping exploring and enjoying this natural gem all year round.”

Back on board for the third year, founding title sponsor EPCOR is thrilled at the response to the event and the prospect of getting even more people out on the river this year.



“Over the past two years, Edmontonians have responded enthusiastically to EPCOR RiverFest, consistently exceeding the expectations EPCOR and the River Valley Alliance had when we created the event,” says EPCOR President and CEO Stuart Lee. “Through EPCOR RiverFest, we have been able to increase awareness and pride for the North Saskatchewan River – a river that truly connects Alberta’s people and communities.”

Though organizers are looking to double attendance, this event typically sells out and, as added incentive for people to buy their tickets early, Edmonton International Airport is sponsoring an early bird prize draw for two round-trip tickets to Seattle and a week’s parking. Those who purchase their tickets by June 30 are entered for a chance to win. Terms and conditions can be found on [epcorriverfest.ca](http://epcorriverfest.ca).

For more information about EPCOR RiverFest and to purchase tickets: [epcorriverfest.ca](http://epcorriverfest.ca)

[Click here for EPCOR RiverFest photos and video \(including photos from today’s media launch\)](#)

**For more information or to schedule interviews, contact:**

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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 ultimate objective of the RVA is to connect one continuous trail from Devon to Fort Saskatchewan, spanning approximately 100 km.

[rivervalley.ab.ca](http://rivervalley.ab.ca)

**Quotes from RVA shareholders in EPCOR RiverFest locations:**

**City of Edmonton**

“EPCOR RiverFest is a wonderful way for residents and tourists of the Edmonton Metro Region to get out and enjoy our precious river valley. The growing interest in this unique festival demonstrates that people want the opportunity to fully experience our river valley up close and EPCOR RiverFest provides that while bringing together our community in a fun and family friendly way.” – Mayor Don Iveson



**Town of Devon**

“The river valley is such a huge part of the Devon experience and we are so excited to showcase it once again as a host community for this year’s EPCOR RiverFest. I encourage everyone within the region to join us August 10th down in Voyageur Park and get out and enjoy one of the many activities that Devon has to offer.” – Mayor Ray Ralph



## EPCOR RiverFest Backgrounder

EPCOR RiverFest is the River Valley Alliance's (RVA) annual celebration of the North Saskatchewan River and the river valley park system. Taking place in Edmonton and Devon on Aug. 10, this family-friendly event is all about encouraging people to connect with the river valley by land and water. Participants purchase tickets to float on the North Saskatchewan river in rafts, canoes, and more. They also enjoy free activities on land at the two main event sites.

*"I have lived in Edmonton most of my life and haven't spent much time in the river valley. This festival opened my eyes to the possibilities."*— Participant

The first EPCOR RiverFest took place in 2017 and attendance has essentially doubled each year with 1,500 in 2017; nearly 3,000 in 2018; and a goal of 5,000 attendees in 2019.

### [EPCOR RiverFest photos/video](#)

#### **On-water activities (ticketed)**

- Ticket prices to float on the North Saskatchewan River are per person and they vary per activity. They start at the family friendly price of \$15. For all ticket prices – and to purchase – visit: [epcorriverfest.ca](http://epcorriverfest.ca)
- On the water in Edmonton: Large rafts, small rafts, Voyageur canoes. Participants park at Laurier Park and are shuttled to Terwillegar Park. Float route: from Terwillegar Park to the main event site at Laurier Park (about a 1.5 hour float).
- On the water in Devon: Small rafts, stand up paddle boards, inner tubes, river kayak 101 clinic, kayak fishing clinic. Float route: from the main event site at Voyageur Park to Lions Campground (about an hour float).

#### **Land activities (free):**

- Edmonton main event site: Laurier Park.
- Devon main event site: Voyageur Park.
- Interactive land experiences like hiking, cycling, and guided trail walks.
- Programmed stage.
- Food vendors.

#### **Municipal partners and sponsors**

In addition to founding title sponsor EPCOR and the RVA's host municipalities (City of Edmonton, Town of Devon, and Parkland County), the RVA is pleased to welcome the support of EPCOR RiverFest sponsors who have a shared commitment to the river valley and the North Saskatchewan River, including: Edmonton Arts Council, Imperial Oil, Pembina Pipeline Corporation, and AQ Outdoors / Aquabatics Edmonton.