



MEDIA RELEASE

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EPCOR RIVERFEST BRINGS TOGETHER NEARLY 6,000 PEOPLE, INCLUDING OVER 2,600 PADDLERS, OVER A LOVE FOR THE RIVER VALLEY

Edmonton, AB – Last Saturday the third annual EPCOR RiverFest saw nearly 6,000 attendees in Edmonton and Devon get connected with the North Saskatchewan River Valley – including nearly 2,600 paddlers on the river.

The organizers' goal this year was 5,000 attendees across both sites. In its first year, the event attracted nearly 1,500 people on the water. Last year that number nearly doubled at 2,400.

In Edmonton specifically, attendance was over 5,500 this year and nearly 2,300 on the water.

“Thank you to everyone who demonstrated a love for our beautiful river valley by participating in EPCOR RiverFest this year,” says Brent Collingwood, executive director of the River Valley Alliance, which organizes the event. “Without the interest and excitement of our participants, volunteers, exhibitors, vendors and sponsors, this event would not be possible. Thank you for wanting to connect with this natural gem that’s right here in our own backyard.

EPCOR RiverFest is a Saturday event in Edmonton and Devon to showcase the many ways people can safely enjoy the river valley on land and water, the highlight of which is an organized paddle down the North Saskatchewan River. Boat options this year in Edmonton were large and small rafts and Voyageur canoes; in Devon, participants had a choice of small rafts, kayaks, inner tubes, and stand up paddleboards. Family-friendly activities at the expanded free land program included a stage, Segway course, bike course, guided hiking, trail running activities, learn to camp, roving entertainment, face painting, and more.

“Seeing the North Saskatchewan River from a different angle can completely change your perspective, and we are so pleased that thousands of people got the opportunity to do just that on Saturday,” says Stuart Lee, EPCOR President and CEO. “Events of this size would not be possible without the support of many. Thank you to everyone who participated in EPCOR RiverFest, and congratulations to the River Valley Alliance for another successful year!”

[Events photos and video](#)

For more information about EPCOR RiverFest: epcorriverfest.ca



For more information contact:

Connie Smart

Marketing & Communications Manager

Cell: 587-987-9370

connie.smart@rivervalley.ab.ca

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.

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