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COLORADO RIVER OUTFITTERS ELECT NEW BOARD

– Seasoned Pros From Around State Will Steer Industry Through 2011 Season –

DENVER, CO (Jan. 11, 2011) – The Colorado River Outfitters Association (CROA), the authoritative voice for the commercial rafting industry in the state, selected a new slate of members to guide the organization in 2011.

“Rafting is one of the great outdoor adventures for everyone from whitewater junkies to casual floaters and families, and Colorado remains the premiere destination for river rafting in the United States,” noted Johnny Cantamessa of Summit County-based Highside Adventure Tours, who was elected chairman. “Despite the popularity of our sport, however, we face a number of challenges – from the lethargic economy to regulatory and legislative changes to environmental threats that endanger river health. CROA must exhibit strong leadership in all these areas, so I’m pleased we have such an outstanding group of individuals in board seats this season.”

The CROA Board of Directors for 2011 includes:

Chair: Johnny Cantamessa, Highside Adventure Tours, Dillon

Vice Chair: Darryl Bangert, Sage Outdoor Adventures, Vail

Secretary/Treasurer: Bill Dvorak, Dvorak Kayak and Rafting Expeditions, Nathrop

Past Chairman: Bob Hamel, Arkansas River Tours, Cotopaxi

At-Large: Bruce Becker, GEO Tours, Morrison

At-Large: Duke Bradford, Arkansas Valley Adventures, Dillon

Drainage Representatives

Clear Creek/South Platte: Chris Campton, KODI Rafting, Frisco

Dinosaur/Westwater: Tom Kleinschnitz, Adventure Bound River Expeditions, Grand Junction

Taylor/Gunnison: Ches Russell, Scenic River Tours, Gunnison

Arkansas: Kevin Foley, Performance Tours, Buena Vista

Animas/Piedra/Dolores: Alex Mickel, Mild to Wild Rafting, Durango

Colorado/Blue: Jeff Hale, Rock Gardens Rafting, Glenwood Springs

North Platte/Poudre: David Costlow, Rocky Mountain Adventures, Fort Collins

About CROA

The Colorado River Outfitters Association (CROA) is a non-profit trade association representing over 50 licensed professional whitewater rafting outfitters across the state of Colorado. CROA’s mission is to: (1) promote Colorado as the premier river rafting destination in the United States, (2) support members’ efforts to attract visitors to Colorado and (3) provide a reasoned voice on industry developments and matters of policy affecting commercial boating and Colorado’s tourism economy as a whole. In 2008, Colorado’s river outfitters hosted 507,882 visitors and contributed more than \$144 million to the state’s economy. For more information on arranging a river adventure, please visit www.croa.org.