



MEDIA ADVISORY

RIVER OUTFITTERS TO CONVENE IN GRAND JUNCTION

– Packed Agenda Covers Everything from Disabled Access to Environmental Challenges –

WHAT: The annual meeting of the Colorado River Outfitters Association (CROA) and Utah Guides and Outfitters (UGO) will bring dozens of commercial outfitters and vendors to Grand Junction next week. The colorful trade show allows CROA and UGO members to purchase gear, trade best practices and address critical issues facing the industry.

The agenda kicks off with “Outlook of Travel and National Issues Update,” by America Outdoors Association executive director David Brown. Other sessions will include an update from the Bureau of Land Management on providing accessibility for disabled veterans on public lands; a clinic on “flight for life” rescue services; instructive presentations on legal, insurance and public relations matters; and meetings on specific rafting areas such as Dinosaur National Monument and Gunnison Gorge. Attendees will hear a keynote address from noted author and adventure Jonathan Waterman, who made an unprecedented 1,450-mile paddle down the Colorado River and will discuss potential threats to the legendary river’s health.

WHAT ELSE: The latest “Commercial River Use in the State of Colorado” report will be released during the convention and made available to the media. CROA produces the report annually to show the total number of commercial user days and the cumulative economic impact of the rafting industry in Colorado going back to 1988.

WHEN: Following closed member meetings, the convention will convene at 1:00 PM on Tuesday, Feb. 8. It will close at 2:00 PM on Thursday, Feb. 10.

WHERE: Two Rivers Convention Center, 159 Main St., Grand Junction, CO

MEDIA: Convention access is not available to the general public, though members of the media are welcome to visit the exhibit floor and attend certain sessions with advance notice. Questions, RSVPs and requests for interviews should be directed to:

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About CROA

The Colorado River Outfitters Association (CROA) is a non-profit trade association representing approximately 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 2009, Colorado river outfitters hosted more than a half million visitors and contributed more than \$140 million in economic impact. For more information on arranging a river adventure, please visit www.croa.org.