



FOR IMMEDIATE RELEASE

Contact: Lauren Pearce  
[lpearce@Riester.com](mailto:lpearce@Riester.com)  
(602) 462-2252

## **High Water Means High Excitement for 2011 Colorado River Runners**

*Wilderness River Adventures gears up for a great year of white water rafting*

Page, Ariz. July 6, 2011— Above-average snowpack in the upper Colorado basin, unseasonably cold weather and a slow melt off have created the 'perfect storm' for white water rafting on the Colorado River in 2011. [Wilderness River Adventures](#), an experienced outfitter in the Colorado River since 1983, is expecting spring-like conditions to continue throughout summer, with fast and exciting rapids remaining long after the river flow normally slows.

"This year, the volume of the snowpack and the need for water downriver have resulted in the Colorado River running higher and faster than normal," said Breck Poulson, general manager for Wilderness River Adventures. "River flows in both the Grand Canyon and Cataract Canyon in Canyonlands National Park are producing some of the best rapids in recent memory".

Reports from the U.S. Department of Interior's Bureau of Reclamation estimate that Cataract Canyon will sustain well above average flows at 30,000 to 40,000 cfs (cubic feet per second) through August. In the Grand Canyon, releases from the Glen Canyon Dam are likely to produce consistent flows between 22,000 and 25,000 cfs throughout the summer compared to the normal averages of 10-17,000 cfs during those months.

"Visitors looking to experience these rare river flows on white water rafting trips on the Colorado should seek outfitters with the experience and equipment required to operate safely, especially when the river is running at twice its average rate," said Poulson, who has been guiding on the Colorado for 38 years.

Poulson recommends that rafters consider:

- The years of experience guides have on the river.
- Age of equipment -- ask when the boats and rafts were updated or replaced.
- Materials provided -- some outfitters, such as Wilderness River Adventures, will provide tents, cots and new sleeping bags to all guests. All outfitters provide life jackets and dry bags to keep essential items dry.
- The quality of the food -- types of meals the guides make and serve.
- Length of the trip -- determine how much time you want to spend on the river.

- The type of boat you wish to be on – choose between the experience of a motorized boat or an oar boat, or a combination of the options.
- Interpretation preference -- Wilderness River Adventures offers special trips with interpretation and activities tailored to families, photography enthusiasts and other special interests.

Wilderness River Adventures has received the highest operational rating by the National Park Service year after year. The outfitter is committed to safety and is taking extra precautions this summer, such as raising the minimum age for the Cataract Canyon trips from eight years old to 12, and modifying some trips due to the high water. Poulson stresses that those considering a rafting trip on the Colorado this year be aware of the size of the rapids and the speed of the river and ask outfitters about conditions during their preferred dates.

Wilderness River Adventures prides itself with its 98 percent customer satisfaction rate, a testament to its experienced, knowledgeable and hospitable trip leaders with more than 140 years of combined experience, continuously new and updated equipment and quality of meals. To learn more about Wilderness River Adventures or to book your white water adventure, visit [www.riveradventures.com](http://www.riveradventures.com) or call (800) 992-8022.

#### **About Wilderness River Adventures**

Founded in 1983, Wilderness River Adventures specializes in whitewater adventures on the Colorado River in the Grand Canyon and Cataract Canyon.

Wilderness River Adventures, managed by ARAMARK Parks and Destinations, is an authorized concessioner of the National Park Service, Grand Canyon National Park, Arizona and Canyonlands National Park, Utah.

#### **About ARAMARK Parks and Destinations**

ARAMARK Parks and Destinations, a division of ARAMARK, delivers authentic and memorable experiences at national and state parks, national forests, specialty hotels, museums, and other tourist destinations throughout the United States. In partnership with its clients, ARAMARK Parks and Destinations seeks to enhance the guest experience by offering industry-leading hospitality, environmental stewardship, recreational, and interpretive programs. For more information on ARAMARK Parks and Destinations and each of its properties, visit [www.aramarkparksanddestinations.com](http://www.aramarkparksanddestinations.com).

###