

FOR IMMEDIATE RELEASE CONTACT: SARA PEEL, 765.337.9100

# RIVERFEST celebrates the Wabash River with education, canoe races, and family fun!

*June 22, 2011* (West Lafayette) – A family favorite for over a decade, the Riverfest summer festival will once again celebrate the Wabash River with a day of thrilling canoe races, on-land fun, and education. Riverfest takes place on Saturday, July 9, 2011 at Tapawingo Park in West Lafayette,

Building on the theme of conservation and appreciation of the Wabash River, Riverfest is unique among area summer festivals. Riverfest-goers enjoy live music; numerous educational opportunities; rides, games, and an opening parade for children; a 5K run/walk; and the spectacle of 14 teams of paddlers battling it out in historic canoes.

“Last year’s successful Riverfest has given us a lot of room to grow,” says event chair Gene Hatke. “The outpouring of support from local businesses and community organizations this year is proof of what a mainstay Riverfest has become for Greater Lafayette. We are looking forward to another great day on the banks of the Wabash River.”

Run for the River as part of our run/walk at 8:30 a.m. or participate with your kids in our annual youth parade at 9:15 a.m. Voyageur canoe races take place hourly between 9 a.m. and 3 p.m. Featured races include the Evonik Industries Youth Challenge at 9 a.m., the CityBus City Challenge between defending champ West Lafayette and Lafayette at 12 p.m., and the Hilton Garden Inn Brew Pub Challenge at 1 p.m. A full race schedule, kids parade details, and 5K registration information can be found at [www.wabashriverfest.com](http://www.wabashriverfest.com).

Over 20 local businesses and charitable organizations have partnered with Riverfest this year. Sponsors include: the Wabash River Enhancement Corp., B.A.G.L., cities of Lafayette and West Lafayette, CityBus, Henry Poor Lumber Co., Hilton Garden Inn, Lafayette D.A.R.E., Daybreak Rotary, Illinois/Indiana Sea Grant, Green Goose Homes, Von Tobel Lumber, Sgt Preston’s, Peoples Brewing Company, Red 7, O’Bryan’s Nine Irish Brothers, and Tippecanoe County.

Riverfest is a free, family-friendly event that brings people to the shores of the Wabash to enjoy one of the area’s greatest natural resources. Event hours are 9 a.m. – 4 p.m.

Visit the website for more information: <http://www.wabashriverfest.com>.

For questions about **Riverfest**, contact:

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