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REGISTRATION NOW OPEN FOR ALL RENO RIVER FESTIVAL COMPETITIONS AND EVENTS AT RENORIVERFESTIVAL.COM

RENO, Nev. (March 21, 2011) – Sign-ups for the 8th annual Reno River Festival are now underway, inviting athletes, videographers, artists and home-brewers from around the country to participate in the annual event that takes place at downtown Reno's Truckee River Whitewater Park May 6 – 8. Whether it's kayaks, cameras, costumed running or cans of beer, the Reno River Festival offers a little something for everyone in 2011 ranging from the 2nd annual Humans in Motion short film contest to the 4th annual Run Amuck relay mud run and four classes of whitewater competitions. Registration for all events is now open at www.RenoRiverFestival.com/registration.

"Because we've switched formats and all competitions are now open, and with the number of new additions to the festival this year, we're expecting an increase in the number of registrations for 2011," said Aislinn Mueller, registration manager. "The most important thing to remember is to pre-register online. We will be offering on-site registration Friday and Saturday; however, in order to ensure that your registration packets are correctly completed, all waivers are signed and you receive the proper shirt size, we strongly encourage early registration. We like to see our athletes and spectators *enjoying* the festivities – not waiting in line."

Humans in Motion: Friday, May 6

Registration: Online only; must be complete by Fri., April 15

Cost: Free

Spring into action while catching it all on film as the Humans in Motion (HiM) short video contest makes its return to reward one lucky videographer with a \$1,000 grand prize. Three-to five-minute videos of humans in self-propelled, non-motorized action are being accepted through April 15 and the top 20 videos will be uploaded to www.RenoRiverFestival.com/humansinmotion for public voting from April 30 to May 5. The top five edits are screened before a crowd of thousands during Friday night's festivities in the park and the top three receive cash prizes. All edits must be submitted on DVD in .mpeg, .mov, .avi, .flv, or .wmv format no later than Friday, April 15.

Open Freestyle: Friday and Saturday, May 6 – 7

Registration: Online through 11:59 p.m. Thurs., May 5; On-site registration through 11 a.m. Fri., May 6

Cost: \$40 per registrant; includes competitor T-shirt and event swag***

All paddlers are welcome to participate in the open freestyle competition with the top finishers from Friday's qualifying rounds heading into Saturday's Finals. Competitors are divided into Men's, Women's and Junior's divisions and are evaluated by a panel of judges on a one-minute ride. Prizes are awarded to the top competitors in each division.

Double Dutch Competition: Saturday, May 7

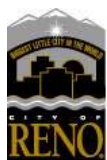
For complete details and registration information on the Holland Project's Double Dutch Competition, contact the Holland Project at www.HollandReno.org.

Clinics: Saturday and Sunday, May 7 – 8

Registration: On-site only; first come, first served

Cost: Free

Registration for the free clinics takes place on-site only at the event registration booth on Arlington Avenue. Clinics are on Saturday and Sunday only. For more information and a complete listing of clinics, visit the Web site.



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Slalom: Saturday, May 7

Registration: Online through 11:59 p.m. Thurs., May 5; On-site registration through 9 p.m. Fri., May 6

****Cost: \$40 per registrant; includes competitor T-shirt and event swag*****

A new addition to the already packed lineup of river and running events, the slalom races hit the custom-created slalom course on the Truckee's south channel Saturday afternoon and require classes of boaters to navigate the slalom gates hanging from above, as quickly and efficiently as possible. Prizes are awarded to the top three competitors in each class.

Run Amuck: Saturday, May 7

Registration: Online through 11:59 p.m. Thurs., May 5; On-site registration through 12 p.m. Sat., May 7

Cost: \$35 per runner (two-person teams); includes competitor T-shirt and commemorative photos

The Run Amuck is set to wreak havoc on downtown Reno once again, on Saturday, May 7. As in years past, costumed, two-person teams run in relay fashion while holding on to a bar of soap and navigating 2.5 miles worth of mystery obstacles including a 60-foot mud pit. Past years' obstacles have included giant hopscotches, foam pits, mazes, hay bale hurdles, balloon hops and more. The annual costume contest takes place immediately prior to the race at 12:30 p.m. on the Wingfield Stage and awards are given out at 4:30 p.m. ****Early registration is strongly encouraged for this event, as is packet pick-up during the Friday night Kick-Off Party in Wingfield Park.**

Stand Up Paddle Board: Sunday, May 8

Registration: Online through 11:59 p.m. Thurs., May 5; On-site registration through 5 p.m. Sat., May 7

Cost: \$40 per registrant; includes competitor T-shirt and event swag***

Get a feel for America's fastest growing paddle sport, Stand Up Paddle Boarding (SUP), during this Sunday morning event. All are welcome in this open competition with prizes to the top three competitors who make it down the treacherous, Class III course.

Open Boatercross: Sunday, May 8

Registration: Online through 11:59 p.m. Thurs., May 5; On-site registration through 5 p.m. Sat., May 7

Cost: \$40 per registrant; includes competitor T-shirt and event swag***

Amateur and pro paddlers alike are invited to participate in this mad dash for the finish line on the Truckee's south channel. Competitors are divided into four-man heats with the top competitor from each heat advancing to the final round. Competitors are divided into Men's, Women's and Junior's divisions. Prizes are awarded for the top three competitors in each division.

Biggest Little Homebrew Challenge: Sunday, May 8

Registration: Online only; must be complete by 5 p.m., Friday, April 29

Cost: \$30 per entry; three entries max. per brewer (see complete rules for co-brewer information)

Calling all home-brewers – brew up some fun during this first-ever competition and take home the "Grand Champion" title and bragging rights, of course. All beers must be submitted for judging by Friday, April 29 in three 10-ounce (volume), brown or green glass bottles. All bottles must be free of ink, paint and paper, other than the required entry label, attached with a rubber band. All entries must be brewed in-home. Absolutely no entries that have been brewed in commercial breweries will be accepted, including brewpubs and other brew-on-premise establishments.

In addition to these competitive events and clinics, the Reno River Festival also presents live [Music in the Park](#) each day, as well as [Yoga in the Park](#) Saturday and Sunday mornings. Eighties rock band English Beat takes the Wingfield stage for Friday night's Kick-Off Party and Concert at 6:30 p.m. followed by an after-party at [Eldorado Hotel Casino's Brew Brothers Bar](#). Saturday night features a full line up as well, with nighttime freestyle finals under the lights of the city and live music.

For more details about the 8th annual Reno River Festival, visit www.RenoRiverFestival.com or call 775-784-9400 x 119.

**** Fees for all slalom competitions are \$40 for the first event and \$20 for any additional paddling competitions.**

**** One athlete bag given per registrant, regardless of number of registrations.**

The 8th annual Reno River Festival is held at the Truckee River Whitewater Park at Wingfield located in the heart of downtown Reno's Old Southwest, named one of "Best Neighborhoods in America" by Men's Journal magazine and recognized by Travel + Leisure as one of "America's Coolest River Walks." Hosting top whitewater athletes from around the world May 6-8, 2011, the city's \$1.5-million Whitewater Park is within steps of the downtown Reno gaming and entertainment corridor including dining options ranging from five-star to those open until 5 a.m., entertainment venues, museums, theaters, hiking and biking trails and a selection of renowned hotel-casinos offering fully customizable weekend getaway packages. The 8th annual Reno River Festival is presented by Reno River Festival LLC and [Dolan Automotive Group](#).