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HUMANS IN MOTION RETURNS TO RENO RIVER FESTIVAL; INVITES FILM MAKERS TO WIN \$1,000 WITH 2011 SUBMISSIONS

RENO, Nev. (Feb. 14, 2011) – Spring into action while catching it all on film as the Humans in Motion (HiM) short video contest makes its return to the 8th annual Reno River Festival, May 6-8. Through April 15, three-to five-minute videos of humans in non-motorized action are being accepted for a shot at a \$1,000 grand prize and a chance at a public screening during the Reno River Festival May 6. The top 20 videos will be uploaded to www.RenoRiverFestival.com/humansinmotion for public voting from April 30 to May 5 and the top five will be screened before a crowd of thousands during Friday night's festivities in the park.

"Promoting outdoor activities is a key mission of the Reno River Festival and Humans in Motion is an ideal vehicle in supporting that goal. With such a large range of action submitted during the first contest in 2010, we're really looking forward to seeing the new skill, creativity and humor each submission will bring to this year's contest," said Jim Bauserman, owner of the Reno River Festival.

Show off extreme sport skills, go slo-mo or grab some friends and run wild, each video just needs to involve at least one human in non-motorized motion. Whether its surfing, skiing, running or cycling, such as some of last year's entries, or something different altogether, all submissions must be raw edits in .mpeg, .mov, .avi, .flv. or .wmv format. Upon receipt, all videos will be reviewed by a panel of judges based on creativity, humor, originality and relevancy to the Humans in Motion contest theme and the top 20 finalists will be posted online for public voting from April 30 to May 5. The five videos with the highest number of public votes combined with the initial judges' selections will be screened in Wingfield Park May 6 at 6 p.m. and the top three winners awarded. Prizes are \$1,000 for first place, \$500 for second place and \$250 for third place and each winner will also receive a Reno River Festival merchandise package.

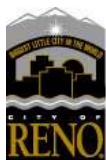
To be eligible, entrants must complete the registration form found at www.renoriverfestival.com/humansinmotion and mail it with the DVD by Friday, April 15, 2011, to:

**Reno River Festival
Attn: Humans in Motion
5355 Kietzke Lane, Suite 200
Reno, NV 89511**

Contestants receive one entry for each video submitted and may enter a maximum of 10 videos. If a potential winner is unable to be reached via telephone or E-mail the submission will be disqualified.

In addition to the Humans in Motion contest, the 2011 Reno River Festival's schedule of events also includes the annual Kick-Off Party, the highly-anticipated 4th annual Run Amuck mud run, Music in the Park, Yoga in the Park, action-packed boatercross and freestyle kayak competitions, free whitewater clinics and the Stand Up Paddle Board race, back for the second consecutive year.

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



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.

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