



FOR IMMEDIATE RELEASE

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## 2011 RENO RIVER FESTIVAL MEDIA GUIDELINES AND INFORMATION

Welcome to the 2011 Reno River Festival! We're looking forward to another great event this year and hope that you enjoy all that we have to offer at our 8<sup>th</sup> annual event. For questions, information, interview opportunities or additional details please contact Betsy McDonald at [betsy@renoriverfestival.com](mailto:betsy@renoriverfestival.com) or call 775-291-8512.

- Upon arrival at Wingfield Park, please proceed to the Registration Booth on Arlington Avenue to pick up your media credential and check in with River Festival Staff.
- Please provide the registration desk with your name, outlet and contact information. Press materials will be available if you need them.
- To coordinate interviews, video shots, live broadcasts, special photography needs, etc. please contact Betsy McDonald at the above E-mail/Phone number.
- To photograph or shoot video at the Run Amuck Mud Pit you **must** have a media credential. Only credentialed media will be allowed into the Mud Pit area to shoot. A volunteer or production staff can assist you with inside access to the mud pit.
- For boater, runner or other participant information please contact Betsy McDonald.
- There is no media parking; however, satellite trucks may pull up to the event for temporary access for live shots. Please notify Betsy McDonald at 775-291-8512 when you are on your way so that an area may be cleared for easy access.

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