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NEWS RELEASE

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FOR IMMEDIATE RELEASE:

The 2010 Jr. Ridge To River is proud to announce a new title sponsor, Coca-Cola of Wenatchee.

WENATCHEE – The Coca-Cola’s Jr. Ridge to River Relay Race is for kids ages 5-13. This event will be held in Walla Walla Point Park on Saturday, May 22, 2010, starting at 10:00 A.M. Kids will run, paddle, bike, and navigate an obstacle course, and then team sprint to the finish. Registration is now available online at www.r2r.org.

Coca-Cola for years has expressed a great interest for the title sponsorship for the Jr. Race and has always been a big supporter for both the Adult and Jr. Races. Shawn Clodfelder of Coca-Cola is excited to make the 2010 Jr. Ridge To River one of the best ever and has great ideas for new promotional activities to insure a great event for the youth of our region.

The 30th Anniversary of The Adult Ridge To River Relay Race is canceled for 2010.

Timing conflicts, course changes and shortness of time to revise the Adult Race for 2010 prohibits the proper organization and promotion for a successful event. The event still

remains within the hearts and spirits of many northwest organizers and participants and will be strongly considered for 2011.

Al Neace, owner of NCW Digital, Wenatchee, WA, www.ncwdigital.com will continue as the Event Marketing Director while maintaining www.r2r.org and www.ncwsportsevents.com websites as well as exclusive Official Race Photography for The Coca-Cola's Junior Ridge To River Relay and The Wenatchee Valley Duathlon events.

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