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***FOR IMMEDIATE RELEASE***

**Kern River Named “Must See” Destination by the California  
Travel & Tourism Commission**

**WOFFORD HEIGHTS, CALIF., January, 2008** – The California Travel and Tourism Commission has named the Kern River a “must see” California destination in their just released vacationers guide. In a description posted at <http://www.visitcalifornia.com>, the guide suggests “Book a trip with Kern River Outfitters”.

Here is the text of the Must See listing:

Take a wet and wild ride on the Kern River.

**Wofford Heights**

To jounce and tumble down a whitewater rapid is to rediscover both the power of water and the hooting joy of childhood. There are plenty of whitewater opportunities in California, but the Kern River is often overlooked by rafters who opt for the better-known American River nearby. Fact is, the Kern offers some serious summer fun, with plenty of class III and class IV rapids. There are outfitters galore in the area, and if you want to take a standard one-hour run, you don't even need to make a reservation. But the longer daylong and two-day trips are more rewarding. Book a trip with Kern River Outfitters: The Kern is the only river they run, so they know it intimately. They offer half-day, full-day, two-day, and even longer trips—plus they know how to have fun. New this summer is their Pub and Grub trip, where whitewater thrills are followed by a savory barbecue and fine Firestone ales. Tip: Rafters divide the Kern into three sections, the Lower Kern, the Upper Kern, and the Forks. Your best bet is to book a trip down the Lower Kern, downstream of Lake Isabella, where class III and class IV rapids run together in roller-coaster sequence. It generally runs best from mid-May through mid-September.

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**Note to Media: To arrange for a media trip and/or for rafting photos, please call or e-mail Sue Cawdrey. Contact information is above.**