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FOR IMMEDIATE RELEASE

Most recent Sierra storms further boost rafting outlook

Spring snowfall bodes well for 2010 rafting season.

WOFFORD HEIGHTS, CALIF. – April 14, 2010 - Weather systems that came through the Southern Sierra mountains on Monday dumped four to six inches of new snow making the outlook for the 2010 whitewater rafting season even better than projected. Precipitation above the Kern River, the most popular Southern California rafting destination, was significant and another storm system is expected late this week.

“We’re looking great”, said Luther Stephens, General Manager at Kern River Outfitters. “We were already expecting a good year and these storms will definitely make for an outstanding season.”

The Kern River is the furthest south of any Sierra river and is known for a wide variety of rafting runs and trip lengths. Typically, outfitters offer one to three day trips on various segments of the Kern. The season runs from mid-April through September.

When asked about the impact of the recession on rafting bookings, Stephens said, “Great water always trumps the economy. It is going to be a fabulous year.”

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For information about the Kern River or California rafting trips in general, contact Will Volpert at 1-800-323-4234. Kern River information, including 2010 trip schedules, is available at <http://www.KernRafting.com>.