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FOR IMMEDIATE RELEASE

Sequoia National Forest and Kern River Whitewater Outfitters Help to Support Kern River Valley

Sequoia National Forest and river rafting outfitters work together to bring visitors to the Kern River Valley.

WOFFORD HEIGHTS, CALIF. – March 30, 2010 - The Kern River is a popular recreation tourist destination with its close proximity to several major metropolitan areas in Bakersfield, southern California, the Bay Area, Las Vegas and the San Joaquin Basin.

Thousands of visitors travel to the Kern River Valley each summer to enjoy the fun whitewater and beautiful scenery that the Kern offers. Managed by the Sequoia National Forest and Bureau of Land Management, in partnership with the Kern River whitewater outfitters, the Kern's commercial rafting program helps to support the Kern Valley's economy, as guests stay at hotels, dine at restaurants and visit stores. Over 10,000 commercial whitewater guests visited the Kern River Valley in 2009 alone. The outfitter's permit fees also help to support the Kern Valley, with between \$50,000 - \$100,000 each season invested in Sequoia National Forest projects and improvements.

The success of the Kern River rafting program is largely due to a strong working partnership between Sequoia National Forest and the outfitters. "The outfitters, Forest Service and BLM personnel work well together to the benefit of our guests who raft with us on the Kern River," comments Jim Ritter, President of Kern River Outfitters. "Because of our partnership with Sequoia National Forest, the Kern rafting program has prospered over the years and brings many visitors to the Kern River Valley."

If you have questions about the Kern River rafting program, please contact Cheryl Bauer at the Forest Service office in Kernville at (760) 376-3781.

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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>.