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IMMEDIATE RELEASE
September 12, 2000

**For more information,
Contact Jennifer Hudson at
916-552-6808 ext. 105**

Fact Sheet

Events on September 16, 2000

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|-----------------|--|
| 9:30-11:30 a.m. | Pancake Breakfast
<i>49er's Square, Old Sacramento</i> |
| 10 a.m. | Contraption Brake and Safety Check
<i>49er's Square, Old Sacramento</i> |
| 11:30 a.m. | Start of Race
<i>49er's Square, Old Sacramento</i> |
| 12:30 p.m. | Finish
<i>River Walk Park, West Sacramento</i> |
| 1-5 p.m. | Food, Music and Awards Ceremony
<i>River Walk Park, West Sacramento</i> |

ROAR is designed to encourage tourism and development on the Sacramento riverfront area as a joint effort of the Sacramento Metro Chamber and the West Sacramento Chamber. For more information about this free event, call the Sacramento Metro Chamber at 916-552-6808 ext. 105.

Prime Viewing Areas

Old Sacramento (Food available)

Discovery Park (Food and beverages available)

West Sacramento-Broderick Boat Ramp

River Walk Park Promenade (Food and beverages available after 2:30 p.m.)

RIVER OTTER AMPHIBIOUS RACE



IMMEDIATE RELEASE
September 6, 2000

**For more information,
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News Release

RIP-ROARIN' EVENT SET FOR SEPT. 16

SACRAMENTO—The 2nd Annual River Otter Amphibious Race will take place Saturday, Sept. 16, 11 a.m.-5 p.m. The Sacramento Riverfront is the place to be for this crazy event. Bring everyone to watch these zany people as they try to get their contraption to the finish line first.

At last year's inaugural event, racers traveled from as far as Kentucky and Oregon to participate. Both UC Davis and CSUS engineering departments built contraptions.

The cities of Sacramento and West Sacramento will once again compete for the coveted Mayor's Cup. These human-powered kinetic sculptures must be prepared to conquer land, mud, sand and water. Last year, West Sacramento took home the trophy with its contraption, JAWS. Both city contraptions were created with private donations.

This annual event, ROAR is patterned after the famous, the great, 38-mile, three-day annual World Championship Arcata-to-Ferndale Kinetic Sculpture Race in Northern California. That event has been held for the past 29 years.

Ted Leonard of Sacramento brought the idea of creating a kinetic sculpture race on the Sacramento River to the Joint Riverfront Development Committee of the Sacramento Metropolitan Chamber of Commerce and West Sacramento Chamber of Commerce three years ago. It was embraced as a wonderful idea to bring tourism, attention and, eventually, economic development to the riverfront. The Waterfront Area Visitor & Entertainment Services took it on. ROAR is designed to encourage tourism and development on the Sacramento riverfront area as a joint effort of the Sacramento Metro Chamber and the West Sacramento Chamber, with support from the cities of Sacramento and West Sacramento.

Awards are being given out in River Walk Park in West Sacramento. Awards include: Biggest Wheels, Most Innovative, The River Otter Award, The Palamidessi Award, The Peter-Out Award, The Minnow Award, Most Artistic, First Place and The Mayors' Cup.

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The River Otter Amphibious Race is presented by Waterfront Area Visitor & Entertainment Services, Inc., a nonprofit affiliate of the Sacramento Metro Chamber and the West Sacramento Chamber, with support from the cities of Sacramento and West Sacramento

Bring your friends and family down to the riverfront and join in the fun, food and entertainment of ROAR. The second annual FREE Sacramento River Kinetic Sculpture Race.



Saturday, September 16, 11 a.m. - 4 p.m.

The four mile course begins in **Old Sacramento**, heading north on the bike trail toward **Discovery Park**. The racers will then head down river, traverse the mud and sand at the confluence of the American and Sacramento Rivers, then proceed to land at the **West Sacramento-Broderick Boat Ramp**. The race continues through the streets of West Sacramento and ends behind the Money Store building on the **River Walk Promenade**.

Prime viewing areas bolded above.

For more information, call 916-552-6808 ext. 105

A project of the Sacramento Metro Chamber and West Sacramento Chamber.

RIVER OTTER AMPHIBIOUS RACE

Saturday, September 16, 2000

Sacramento River

