

NEWS RELEASE

For Immediate Release

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Sponsorship supported Ride the River shuttle set to begin

The *Ride the River* shuttle service for summer river users will begin on Friday, June 18. The shuttle service provides an affordable alternative for those who float the river downstream and then want a ride back upstream. The program is scheduled to continue until Labor Day, September 6.

This service is made possible by sponsorships, fares from riders, and a public/private partnership with Bend Radio Group. Special thanks to this years sponsors: Western Beverage, Parilla Grill, Les Schwab, Air Link, Newport Market, Dr. Scot Burgess, Wendy's, U.S. Army, Circle K, and Power 94.

This is Bend Area Transit's fifth year operating the *Ride the River* shuttle. The service was implemented in 2006 to provide river users with parking alternatives. Users pay a three dollar fee for all-day service or \$1 for single rides and place their floats and rafts in the *Ride the River* trailer towed behind the shuttle. Drivers will only accept exact change and only service animals are permitted. Service is available Friday, Saturday, Sunday and Monday from 11 a.m. until 6:20 p.m.

The popular route to float the Deschutes River is from Farewell Bend Park to Drake Park. Rafters must get out of the river before the Colorado Street Dam, walk along the portage path, and then re-enter the river at McKay Park. River users are reminded that the Deschutes River includes dangerous rapids and fast currents and are encouraged to use caution when on the river. Alcohol is illegal on the river. Visit www.ci.bend.or.us for more information.

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