

**For Immediate Release:**

Summer 2010

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Summer 2010 Press Kit**Make a splash in Northwest Colorado**

Enjoy the endless activities of Steamboat's beautiful rivers, lakes and reservoirs



If you think snow is a versatile medium for fun and adventure in the winter months (e.g. skiing, snowboarding, tele-skiing, cross-country skiing, snowmobiling and snow tubing) then prepare yourself for the options Rocky Mountain rivers, lakes and streams will bring you in the summer. The Yampa River flows right through town and Steamboat Lake, Pearl Lake and Stagecoach Reservoir are easy drives from downtown Steamboat Springs.

Here are some simple ways to catch a Colorado cool down this summer utilizing nature's own air conditioning system, water!

River Tubing

It's the most simple and quite possibly the most fun way to stay cool this summer. Grab a float tube, or rent one from a local retailer, "put in" on the Yampa River and enjoy nature's way of cooling off in the summer. Be sure to look around you, when river tubing through downtown you will coast on by some of Steamboat Springs' most popular businesses and even Howelsen Hill.

Kayaking

Want to put in a bit more muscle than just floating down the river? Kayaking is a great option for folks looking to get in close to the action. The Steamboat Springs area has varying degrees of difficulty of the Yampa River from smooth, easy sections to some serious rapids where pros show off their rolling skills.

River Rafting

The Yampa River has great rafting for all level, but Steamboat's proximity to the Colorado River and well known entrance locations such as the Pump House (on Hwy 131).

30th Annual Yampa Valley River Festival and Paddling Life 2010 Pro Invitational

Reserve your Memorial Day Weekend for fun, sun and great water action down on the banks of the Yampa River. The Yampa River Festival is on May 28-30, with the Paddling Life Invitational on Monday, May 31st. This one-day kayaking event in Steamboat Springs brings together some of the world's top kayakers against one another in a one-day, two-event competition for a cash purse and year-long bragging rights. The best men and women kayakers in the world compete head-to-head in a downriver race on the middle section of Fish Creek, followed by a freestyle event in the C-Hole downtown, arguably the best man-made feature in the state (located on the river just in front of Bud Werner Memorial Library). This is followed by an Après Paddle and Awards Party sponsored by New Belgium Brewery at Sunpie's Bistro.

When you decide to tube, kayak or raft in the Steamboat Springs area, be sure to check in with local outfitters and retailers for equipment rentals, current water conditions, area recommendations or even participate in a guided tour. Make your water adventure as safe and fun as possible. Check out local businesses here.

Fly Fishing in the Yampa Valley

Walking along the banks of the Yampa or Elk Rivers the scenery and serenity makes one think of epic Hollywood movies like "A River Runs Through It." As far as we are concerned, the film could have been shot here in Steamboat Springs. The Yampa Valley's pristine beauty, small town charm and strong fly-fishing community are very reminiscent of the town depicted in the movie. Fly fishers come from every corner of the United States and beyond to experience our rivers and fish.

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Whether you take the fish on solo or you do it with the help of a local outfitter, fly fishing in the Yampa Valley is something pretty special. Our waters which have been prime fishing territory for hundreds of years showcase what real Rocky Mountain fishing is all about. The Yampa and Elk Rivers are all literally in Steamboat's backyard and provide an abundant flow of rainbow and brown trout. Don't just limit yourself to the rivers though. Be sure to also try the numerous high mountain alpine lakes and creeks springs to find the fish you are looking for. Remember to have your fishing license, a good rod and box full of flies.

Learn more about local fishing outfitters and tour companies here.

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