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Arizona's

Salt River Tubing

& Recreation

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MEDIA RELEASE

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FOR IMMEDIATE RELEASE

23RD Annual “Salt River Heroes = Litter Zero” FLOATING BEACH BLASTS MEMORIAL DAY WEEKEND!



MESA, ARIZ (May 7, 2018)---Join Salt River Tubing for a floating beach blast during Memorial Day weekend and participate in the 23rd Annual “Salt River Heroes = Litter Zero” event. Salt River Tubing kicks off the holiday weekend **May 26 – May 28, 2018, Saturday –Monday, 8:00 a.m. - 6:30 p.m.**, with its Take Pride in America litter prevention initiative. **The cost is only \$17 + tax & fees per person or tube which includes tube rental, shuttle bus ride and free customer parking at Salt River Tubing.** The remarkably successful program has reduced the amount of picnic trash on the Lower Salt River by ninety percent in the past twenty-two years as responsible public lands stewards have ‘stashed and bagged’ their trash while floating. To date, **seven hundred and forty-eight tons (748)** of picnic trash has been bagged in the free litter bags distributed by Salt River Tubing during the Take Pride in America events on Memorial Day and Labor Day holiday weekends. Salt River Tubing is located in northeast Mesa, Tonto National Forest, just minutes from Highway 202 East and the north Power Road Exit 23A.

Henri Breault, President/C.E.O. of Salt River Tubing, says “Our Company is very appreciative of the responsible Salt River Heroes who have contributed greatly in helping to keep the Salt River clean and beautiful for the past twenty-two years! Their efforts in stashing and bagging their picnic trash while floating helps to ensure the Lower Salt River Recreational Area is a recreational paradise that can be enjoyed by future generations. We invite everyone to experience the great outdoors in Tonto National Forest’s ‘mini-Grand Canyon’ of the Salt River during the holiday weekend. Enjoy a leisurely float on the cool and inviting mountain stream waters and catch a glimpse of the diverse wildlife including blue herons and the Salt River wild horses. Parking spaces are limited during the holiday weekend so we encourage you to be an early bird floater! Salt River Tubing employees will be distributing **FREE patriotic leis** to the first five hundred (500) tubers each day during the holiday weekend as they prepare to launch a memorable adventure on the Salt River. Check out Salt River Tubing’s slideshow featuring Salt River Heroes at www.saltrivertubing.com or <https://vimeo.com/128107538>.”

The Memorial Day holiday weekend on the Lower Salt river has been a celebration for millions of floaters during the past thirty-six years. Family reunions as well as college and high school

reunions have enjoyed a unique Arizona tradition in the great outdoors. The Take Pride in America event at Salt River Tubing will include live entertainment by KNIX 102.5 and KISSFM 104.7 radio stations, free giveaways, beach line dancing and hula hoop contests. Salt River Tubing employees will be distributing FREE litter bags to everyone to “stash & bag” their picnic litter.

Take Pride in America is a national partnership that aims to inspire a new generation of volunteers to put their love of country to work to improve our national parks, wildlife refuges, public lands, cultural and historic sites, playgrounds and other recreation areas. Salt River Tubing has received a record four National Take Pride in America awards for the company’s conservation efforts in Tonto National Forest (1991, 2003, 2006 and 2010).

Cash and Credit Cards are accepted at Salt River Tubing! Salt River Tubing accepts Visa, MasterCard, American Express and Discover credit cards. Credit card and cash transactions require a valid driver's license for tube rental deposit and credit card identification. Please visit www.saltrivertubing.com for more details regarding credit card transactions.

Shooting the Salt River rapids is great fun and Company officials recommend the following helpful tubing tips to assist tubers in planning their floating beach blasts for the holiday weekend:

- A valid driver’s license is required for a tube rental deposit per 5 tubes rented.
- Children must be at least eight (8) years or older AND four feet tall for tubing and shuttle bus service.
- Life vests are strongly recommended for children, non-swimmers and inexperienced swimmers.
- Glass containers by law are not allowed in the Salt River Recreational Area. Ice chests will be inspected for glass containers before boarding shuttle buses. Please use plastic bottles or aluminum can containers.
- Have a great time during your floating beach blasts but remember that drugs, alcohol and the Salt River do not mix. Responsibly appoint a designated driver **before** your tubing adventure.
- Floating picnic ideas include fresh fruit, burritos, fried chicken, or sandwiches. Pack picnic items in Ziploc bags to keep dry. Please stash and bag all picnic supplies in litter bags while floating.
- Ice chest/coolers: Fill with ice, sport drinks, fruit juice and water. One to two bottles of water per hour while floating is recommended to help prevent dehydration.
- Sun block, tennis shoes, cap or visor should be worn. A minimum 30 SPF is recommended. Tennis shoes or closed toes are also recommended while tubing.

For more information about Salt River Tubing & Recreation, please visit the website at www.saltrivertubing.com or call (480) 984-3305 at Salt River Tubing headquarters. The **Memorial Day Holiday Weekend operating hours are 8:00 a.m. – 6:30 p.m. and the latest tube rental is 2:00 p.m.** (weather and water flow conditions permitting). Salt River Tubing operates under permit of the U.S.D.A. Forest Service in Tonto National Forest.



MEMORIAL DAY WEEKEND SALT RIVER HEROES = LITTER ZERO



Take Pride in America Event



SPECIAL EVENT DETAILS

DATE: MAY 26- 28, 2018 SATURDAY - MONDAY

TIME: 8:00 a.m. – 6:30 p.m. SPECIAL EVENT HOURS

LOCATION: Salt River Tubing Headquarters
Northeast Mesa on N. Power Road
15 miles North of US Hwy 60
7 Minutes from the 202 E on N. Power Rd
Tonto National Forest

CONTACT: Lynda Breault (480) 984-3305

2018-Permission to reprint, publish and televise photographs is granted by Salt River Tubing & Recreation, Inc. Photo release forms have been obtained and are on file. Higher resolution photos are available upon request.



SALT RIVER HEROES LOVE THEIR LITTER BAGS!



FAMILY-TIME! TAKE PRIDE IN AMERICA "SALT RIVER HEROES"!



HOW FUN AND EASY IT IS TO 'STASH & BAG' YOUR PICNIC TRASH IN LITTER BAGS!



PATRIOTIC TUBER



LOWER SALT RIVER - FLOATING PICNICS ON MEMORIAL DAY WEEKEND!