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Arizona's

Salt River Tubing

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MEDIA RELEASE

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FOR IMMEDIATE RELEASE



LABOR DAY WEEKEND!

23rd Annual

“SALT RIVER HEROES = LITTER ZERO”

MESA, ARIZ (AUGUST 12, 2018)---Celebrate Labor Day Weekend on the Salt River and join thousands of tubers who will be ‘lending a hand on their public lands’ while floating on the cool and refreshing mountain-stream waters! Salt River Tubing will be hosting its **23rd Annual Labor Day “Salt River Heroes = Litter Zero” event, September 1 – September 3, 2018, Saturday through Monday, 8:30 a.m. – 6:00 p.m., in Tonto National Forest. The cost of tube rental is \$17.00 + Tax & Fees per person and includes inner tube, shuttle bus service and free parking at the SRTR Terminal.** Salt River Tubing will be distributing **FREE** litter bags and encouraging tubers to “stash and bag” their picnic trash during the National Take Pride in America event. Since 1996, responsible public lands stewards have bagged over **772 tons** of picnic trash on the Lower Salt River during the summer holiday weekends. As an added bonus, Salt River Tubing will be distributing **FREE patriotic leis to the first 500 tubers Saturday/Sunday/Monday** during the holiday weekend. Salt River Tubing is located in northeast Mesa on Power Road, just seven minutes from the 202 East loop, Exit 23A, on North Power Road/Bush Highway in Tonto National Forest.

Henri Breault, President/C.E.O. of Salt River Tubing, says “Enjoy a floating beach blast Labor Day weekend with us! The Salt River is loaded with “chills and thrills” while shooting the rapids in the great outdoors. Our recreational paradise in Tonto National Forest is the coolest adventure for fun in the sun! Radio stations KISSFM 104.7 and KNIX 102.5 will be on-site with free giveaways and Monster Energy Beverage Company will also be distributing **FREE** energy beverages to attendees. Take Pride in Arizona’s water wonderland and bag your picnic trash in our free Tommy Tuber litter bags. Help us keep the Salt River ‘clean and beautiful’ for future generations to enjoy!”

Salt River Tubing recommends that tubers should plan their floating beach blast adventures to include plenty of water, sun block, protective footwear, and to bring beverages in cans or plastic

SRTR Operates under Permit of the U.S.D.A. Forest Service in Tonto National Forest

containers. Children, inexperienced swimmers and non-swimmers should wear a life vest while floating. Ice chests/coolers will be inspected for glass containers before boarding shuttle buses. The company also cautions floaters to be aware that ‘drugs, alcohol and the Salt River do not mix’ and to have a great time by responsibly appointing a designated driver before their tubing adventure.

Salt River Tubing was the corporate recipient of the Department of Interior's National Take Pride in America award in 2003 for its Salt River Heroes = Litter Zero program. 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 **4** National Take Pride in America awards for the company’s conservation efforts on the Lower Salt River in Tonto National Forest. (1991, 2003, 2006 and 2010).

Catch the coolest ride in the Valley of the Sun and visit our website at www.saltrivertubing.com or call (480) 984-3305. Salt River Tubing is open seven days a week August 1 – August 26th, 9:00 a.m. -6:00 p.m. Beginning August 31, Salt River Tubing is open weekends only (Friday, Saturday and Sunday) until September 30, 2018. The latest tube rental is 1:00 p.m. A valid Driver’s license is required for credit card identification and tube rental security deposit. Salt River Tubing accepts cash and credit cards. **Children must be at least eight years or older and four feet tall for tube rental and shuttle bus service.** Salt River Tubing operates under permit of the USDA Forest Service and is located in Tonto National Forest, Mesa, Arizona.



The poster features a central illustration of a woman in a red bikini and sunglasses sitting on a yellow inner tube, holding a white bag labeled 'LITTER BAG'. To her right, a man in sunglasses and a yellow inner tube holds a white bird on a stick. The background is blue with white clouds and a small American flag. Text on the poster includes 'Salt River HEROES = LITTER ZERO', 'Salt River Tubing', 'AZ'S FLOATING BEACH BLAST!', 'LABOR DAY WEEKEND SEPT 1-3', 'TAKE PRIDE IN AMERICA', and 'MESA'. Social media icons for Instagram, Facebook, and Twitter are also present. The event details are listed below the illustration.

LABOR DAY WEEKEND
SALT RIVER HEROES = LITTER ZERO

Take Pride in America Event

DATE: SEPTEMBER 1 - SEPTEMBER 3, 2018
SAT - SUN - MON

TIME: 8:30 a.m. – 6:00 p.m.
LATEST TUBE RENTAL 1:00 PM

LOCATION: Salt River Tubing headquarters
Northeast Mesa on N Power Road
7 Minutes from the 202 E on N. Power Rd
Tonto National Forest

MEDIA CONTACT: Lynda Breault 480-984-3305

Visit www.saltrivertubing.com for Special Event details.
(480) 984-3305

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JUST GRAB A LITTER BAG AND "STASH & BAG" YOUR PICNIC TRASH WHILE FLOATING



FAMILIES AND FRIENDS SHARE THE EXCITEMENT OF PUBLIC LANDS STEWARDSHIP



IT'S SO EASY TO BE A "SALT RIVER HERO"!

