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‘The Nevada Passage’ Adventure Reality Show Invites Public to ‘Audition’ for 2007 Season

Nevada Tourism Television Show Enters Third Season

RENO, Nev. – The Nevada Commission on Tourism (NCOT) will inject a new twist in the 2007 Nevada Passage made-for-television adventure competition, Lt. Gov. Lorraine Hunt announced Tuesday. The unique outdoor competition will feature an open audition for those who want to test their grit in Nevada’s wide-open terrain.

The Nevada Passage will bring 20 hand-picked athletes to Nevada May 7-12, 2007, to compete in a series of adventure sports and excursions in six outdoor destinations including Valley of Fire State Park, Amargosa Dunes, Rhyolite, Tonopah, Mount Rose and Carson City. Paired into 10 coed teams of two by profession, the athletes’ experiences will be filmed and edited into a one-hour television program to be syndicated in more than 80 U.S. markets between August 2007 and February 2008. It will be the third year NCOT has staged this competition.

“The past two years of ‘The Nevada Passage’ series has been a tremendous success and helped highlight many of Nevada’s most cherished locations,” Hunt, NCOT chair, said. “With the addition of a team from the public, this year’s competition will provide our audience the opportunity to participate and experience Nevada for themselves.”

This year’s Nevada Passage will include a 10K run, bike trek, ATV dune race and back-country ski event as well as visits to the ghost town of Rhyolite and Carson City, Nevada’s state capital for a new “destination highlights” feature of the program that does not include a competition.

“An open audition for ‘The Nevada Passage’ creates an additional buzz for the event and will allow the general public the opportunity to explore and compete in some of the most scenic and inspirational destinations in the world,” NCOT Interim Director Larry Friedman said. “Plus, they have the once-in-a-lifetime chance to experience the thrill of participating in an adventure competition/reality television show that will be broadcast around the country.”

Online auditions, information and rules for “The Nevada Passage” can be found at www.nevadapassage.com, where viewers can watch the 2005 show. Required audition materials include a short video of the applicant stating why he or she should be selected as a competitor and a completed application. Audition materials will not be accepted past Jan. 31, 2007.

The stages of The Nevada Passage, which are subject to change because of weather and other conditions, are planned as follows:

Stage 1: Desert 10K run

Location: Valley of Fire State Park near Las Vegas

Stage 2: ATV competition

Location: Amargosa Dunes (approximately 100 miles northwest of Las Vegas)

Destination Highlight 1: Rhyolite (a ghost town northwest of Las Vegas)

Stage 3: Back-roads cycling

Location: Tonopah and Goldfield (between two historic mining towns U.S. Highway 95)

Stage 4: Back-country ski

Location: Mount Rose near Reno

Destination Highlight 2: Carson City/Carson Valley

The first one-hour “The Nevada Passage” adventure reality show began nationwide syndication in August 2005 and has already aired in more than 100 markets on ABC, NBC, CBS, Fox and UPN affiliates as well as 11 resort networks. Viewers in top metropolitan markets such as New York, Philadelphia, Washington D.C. and Los Angeles have seen both seasons of “The Nevada Passage,” which will air through February 2007 and then be available online.

Along with reaching approximately 5.4 million television viewers through syndication, news stories about “The Nevada Passage” have drawn attention to Nevada’s outdoor adventure with nearly two hours of combined television news coverage and 500 print and Internet articles.

TEAM Unlimited, a Honolulu-based television events and marketing company, and R&R Partners, a Las Vegas-based integrated marketing communications firm, developed the concept of the six-day event to showcase Nevada’s dramatic landscape and adventure opportunities. TEAM Unlimited also produces the Xterra USA Championship Race at Lake Tahoe.

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