



FOR IMMEDIATE RELEASE

Tuesday, May 1, 2007

CONTACT: Chris Chrystal

Bethany Drysdale

Nevada Commission on Tourism

cchrystal@travelnevada.com -- 775-687-4322

Visit us at www.travelnevada.com

Editors: To obtain high-resolution digital photos, b-roll footage in Beta SP format or a DVD of the 2005 or 2006 "Nevada Passage" please contact Kerri Garcia at kerri.garcia@rrpartners.com or 775-323-1611.

Third Annual 'Nevada Passage' Made-for-TV Adventure Competition Begins Tuesday

LAS VEGAS -- — Tuesday marks the start of a 1,000-mile adventure across rural Nevada for 20 athletes participating in the third annual Nevada Passage, a made-for-TV competition designed to showcase the state's rugged outdoors and unique character, Lt. Gov. Brian K. Krolicki announced today.

Athletes from hometowns as far-reaching as Washington, D.C., Fairfax, Va., Birmingham, Ala., Brighton, Mich., and Reno, will spend six days together as they compete in a series of outdoor adventure sports for the third episode of "The Nevada Passage" adventure reality show. Events range from traditional sports like trail running and mountain biking to lesser-known competitions like back country skiing, Atlatl dart throwing and sand buggy racing. A new twist for the 2007 Nevada Passage will take the competitors on two "excursions" to see Nevada's sometimes well-documented and sometimes hidden history and culture.

"The Nevada Passage has been a distinct and unique way to showcase the beauty, possibility and wide open spaces that are offered throughout Nevada and 2007 will be no different," Krolicki, NCOT chair, said. "The rural communities of our state offer adventure and excitement that rival the thrills found in Las Vegas and Reno."

The Nevada Passage, created by the Nevada Commission on Tourism as a dynamic and entertaining way to brand the state a premier outdoor adventure destination, will air in syndication in more than 80 markets from August 2007 to February 2008, along with regional and resort cable networks. The hour-long show will reach more than 2 million television viewers across the United States and already is confirmed in 50 markets, including San Francisco, Minneapolis, Denver, Cincinnati, Sacramento, Indianapolis, West Palm Beach, and San Antonio. The show will air primarily daytimes during weekends, when sports program viewership is typically at its highest.

"This event is more than a television show or an adventure competition," Commission Director Tim Maland said. "This is an ode to Nevada's great outdoors and colorful history; an opportunity for millions of people to see the unlimited experiences that await them in the Silver State."

The program will take viewers from panoramic desert landscapes to snow capped mountains, as well as distinctive Nevada landmarks. This episode of "The Nevada Passage" will visit the Valley of Fire State Park, known for its spectacular colors and vivid scenery; Amargosa, home to one of Mother Nature's most unusual wonders, the Amargosa Dunes; Rhyolite, one of the West's most famous ghost towns; Tonopah, a historic silver mining town that has been proclaimed as the best place in the country to stargaze; Mt. Rose, one of the Sierra's most popular ski resorts overlooking Reno and Lake Tahoe; and the state capital, Carson City, rich in history and tradition.

By selecting a diverse slate of male and female athletes that includes a 63-year-old real estate consultant, a 29-year-old commercial airline captain, a 45-year-old physical therapist, two adventure sports journalists

- more -

and many others, commission officials hope to demonstrate that Nevada's adventures can be experienced by people from all walks of life.

The following 50 stations are confirmed to air "The Nevada Passage" television program. Dates, times and more stations will continue to be added to the online schedule at www.nevadapassage.com. The full program schedule will be announced in August.

Albuquerque, N.M. – KOAT (ABC)	Jackson, Fla. – WTLV (NBC) or WJXX (ABC)
Amarillo, Texas – KAMR (NBC)	Lafayette, Ind. – WLFI (CBS)
Anchorage, Alaska – KTVA (CBS)	Las Vegas, Nev. – KLAS (CBS)
Baton Rouge, La. – WAFB (CBS)	Louisville, Ky. – WHAS (ABC)
Bluefield, W.Va. – WVVA (NBC)	Medford, Ore. – KDRV (ABC)
Cedar Rapids, Iowa – KCRG (ABC)	Minneapolis, Minn. – KSTP (ABC)
Charleston/Huntington, W.Va. – WSAZDT (MY)	Monterey/Salinas, CA – KION (CBS) or KCBA (FOX)
Charleston/Huntington, W.Va. – WSAZ (NBC)	Omaha, Neb. – KETV (ABC)
Chico/Redding, Calif. – KRCR (ABC)	Palm Springs, Calif. – KESQ (ABC)
Cincinnati, Ohio – WKRC (CBS) or CINCW (CW)	Portland, Maine – WMTW (ABC)
Clarksburg, W.Va. – WFFX (FOX)	Rapid City, S.D. – KEVN (FOX)
Colorado Springs, Colo. – KRDO (ABC)	Reno, Nev. – KOLO (ABC)
Dayton, Ohio – WHIO (CBS) or MVC (IND)	Roanoke, Va. – WDRL (IND)
Denver, Colo. – KMGH (ABC)	Rochester, Minn. – KTTC (NBC)
Duluth, Minn. – KBJR (NBC) or KDLH (CBS)	Sacramento, Calif. – KXTV (ABC)
Erie, Pa. – WICU (NBC)	San Antonio, Texas – WOAI (NBC)
Eugene, Ore. – KEZI (ABC)	San Francisco, Calif. – KGO (ABC)
Eureka, Calif. – KAEF (ABC)	South Bend, Ind. – WBND (ABC)
Fairbanks, Alaska – KTVF (NBC)	Tallahassee, Fla. – WTLH (FOX)
Flint, Mich., – WNEM (CBS)	Traverse City, Mich. – WGTU (ABC)
Ft. Wayne, Ind. – WFFT (FOX)	Tri Cities, Tenn./Va. – WCYB (NBC)
Grand Junction, Colo. – KJCT (ABC)	Tulsa, Okla. – KOKI (FOX)
Great Falls, Mont. – KFBB (ABC)	Tyler, Texas – KLPN (UPN) or KFXK (FOX)
Greensboro, N.C. – WGSR (IND)	West Palm Beach, Fla. – WPEC (CBS)
Helena, Mont. – KHBB (ABC)	
Indianapolis, Ind. – WISH (CBS)	

The first two episodes of "The Nevada Passage," which were filmed in 2005 and 2006, are available to Internet users around the globe at www.nevadapassage.com. Web site visitors can watch the show online or download it to a video iPod® or other portable video player. The 2007 episode is expected to be available online after syndication closes in February 2008.

TEAM Unlimited, a Hawaii-based television events and production company produces The Nevada Passage as well as the XTERRA USA Championship Race at Lake Tahoe.