



FOR IMMEDIATE RELEASE

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CONTACT: Chris Chrystal

Bethany Drysdale

Nevada Commission on Tourism

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

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Media Advisory

Press Briefing to Kick-Off the 2007

Nevada Passage Made-for-TV Adventure Competition

WHAT: The Nevada Commission on Tourism (NCOT) will hold a news briefing to announce the kick-off of the third annual Nevada Passage made-for-television adventure competition May 8-12.

Northern Nevada resident Phillip Glenn is among the 20 athletes participating in the six-day competition. The Nevada Passage begins on Tuesday, May 8, with a trail running and Atlatl dart (Native American hunting tool) throwing relay in the Valley of Fire State Park followed by a sand buggy race in the Amargosa Dunes and a cultural excursion to Rhyolite on Wednesday, May 9, a back roads cycling race at Alkalai Dry Lake outside of Tonopah and Goldfield on Thursday, May 10, back country skiing on the slopes of Mt. Rose on Friday, May 11, and a historic rollerblade tour of the state capital, Carson City, on Saturday, May 12.

WHY: “The Nevada Passage” hour-long reality show will expose some of Nevada’s premier outdoor recreation sites to approximately 2 million television viewers as it is syndicated in more than 80 markets plus regional cable and resort networks across the nation between August 2007 and February 2008. “The Nevada Passage” is a strong tool to build the state’s brand as a top destination for adventurers.

WHO: NCOT representatives, event producer TEAM Unlimited, Nevada competitor Phillip Glenn, returning 2006 Nevada Passage Champion Linda Lindsay from Petaluma, Calif. and all athletes participating in The Nevada Passage from 13 states and Washington, D.C.

All will be available for one-on-one interviews following the news briefing. Members of the media are welcome to obtain photos and b-roll footage.

WHEN: Monday, May 7 at 11:30 a.m.

WHERE: Floyd Lamb State Park, Area 5; 9200 Tule Springs Road, Las Vegas, Nev.

Floyd Lamb State Park is located ten miles north of Las Vegas, via U.S. 95 to Durango and then Tule Springs Road. Additional directions and more information for the park are online at: <http://parks.nv.gov/fl.htm>.

DETAILS: For news releases, a list of participating athletes and more, please visit the pressroom at www.nevadapassage.com. Photos and b-roll from the 2005 and 2006 Nevada Passage are available.

CONTACT: Chris Chrystal – Office, 775-691-1267; Mobile, 775-721-1570
Kerri Garcia, R&R Partners – Office, 775-323-1611; Mobile, 775-240-0283
Trey Garman, TEAM Unlimited – Office 808-792-2603, Mobile, 808-216-8606

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