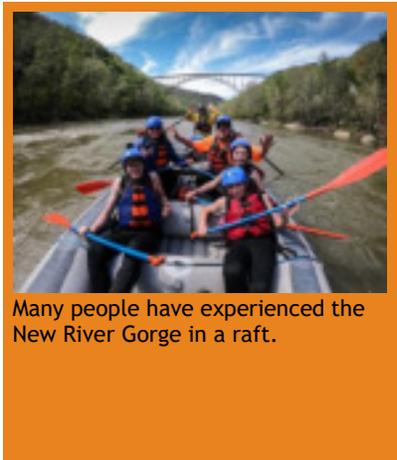




FOR IMMEDIATE RELEASE



Many people have experienced the New River Gorge in a raft.

For Immediate Release

Adventures on the Gorge Celebrates Country's Newest National Park: New River Gorge National Park & Preserve

FAYETTEVILLE, W. Va., Dec. 22, 2020 - With the announcement of the country's newest national park - to be called the [New River Gorge National Park & Preserve](#) - a new and exciting chapter begins at [Adventures on the Gorge](#) (AOTG). Located in Southern West Virginia, AOTG is an adventure resort overlooking the newly established 70,000-acre national park and preserve

Part of the multi-faceted omnibus bill passed by Congress, the new federal designation is the result of a years-long [bipartisan initiative](#)



Rock climbing has caught on in the gorge.

advanced by West Virginia's U.S. Senators Joe Manchin (D-WV) and Shelly Moore Capito (R-WV) and Representative Carol Miller (R-WV) and supported by outdoor recreation-focused business such as Adventures on the Gorge, the largest and one of the oldest tourism operators in the region.

"The passage of this bill is a testament to the progress that is possible when legislators and communities undertake a protracted effort for the greater good, and I am immensely proud of Senator Manchin, Senator Capito and Representative Miller as well as my fellow tourism business leaders, local community and community leaders who supported the effort," said Roger Wilson, CEO of Adventures on the Gorge. "This is a huge win not only for our future visitors but also for our community, staff and their families, and over time it will certainly lead to more jobs and increased economic growth."

When announcing the New River Gorge National Park and Preservation Act in September 2019, Senators Manchin and Capito noted that the outdoor recreation industry in West Virginia is a \$9 billion industry that supports more than 91,000 jobs. The initiative specifically protects hunting, fishing and trapping as well as supporting the growing outdoor recreation industry.

"Throughout the National Park system, other natural wonders that have converted into national parks have seen around a 15 to 20 percent increase in visitation," wrote Wilson in a [recent article](#). "We have treasures here that no one else has, and the beauty of outdoor adventure tourism is being able to share our natural resources and our love for our environment. Someone else can build the biggest roller coaster or the longest zipline, but no one can build the New River Gorge."

The region began emerging as an outdoor recreation area in the 1970s with the establishment of small river-rafting companies and the completion of the New River Gorge Bridge and Route 19, which offers easy passage through the rugged region. The outdoor adventure industry has continued to thrive in the region, with rafting on both the New and Gauley Rivers and a variety of other outdoor adventures such as rock climbing, hiking, mountain biking, fishing, ziplining and stand up paddle boarding.

"As I look at the wintry scene outside my window today, I am very happy to know that this place I love will be around for the next generations to enjoy and protect," said Wilson.

About the New River Gorge National Park & Preserve

One of three national park units in the region - which also includes the Gauley River National Recreation Area and Bluestone National Scenic River - the New River Gorge was established as a National River in 1978. It encompasses more than 70,000 acres of land along 53 miles of the New River from Bluestone Dam to Hawk's Nest Lake. The rugged whitewater river flows northward through deep and spectacular canyons, and it is the deepest and longest river gorge in the Appalachian Mountains.

The New River Gorge National Park & Preserve is within 500 miles of about 60 percent of the U.S. population. Two major interstates - I-77 and I-64 - cross through the heart of the region. The area is served by two regional airports - Raleigh County Memorial Airport in Beckley and Greenbrier Valley Airport in Lewisburg - as well as Amtrak train stations and Yeager Airport in Charleston.

For centuries, much of the rugged river was not easily accessible to humans, but that changed dramatically in 1873 when the railroad opened up the isolated area, making it possible to transport coal to the outside world. Mining boom towns such as [Thurmond](#) emerged seemingly overnight. Some of those long-abandoned towns are now preserved by the

National Park Service. The region is also home to more than 1,400 plant species and diverse species of wildlife and neotropical birds.

The human history of the region is equally colorful. For example, [Mother Jones](#), the famous union leader and advocate for workers' rights, trekked from coal camp to coal camp as a delegate for the United Mine Workers of America. And in 1755, [Mary Draper Ingles](#) endured and survived captivity by the Shawnee nation of Ohio and eventually made her way back to the New River after a harrowing escape.

The [Canyon Rim Visitor Center](#) located approximately two miles from Adventures on the Gorge showcases the history, culture and natural bounties of the New River Gorge National Park and Preserve as well as the Gauley River National Recreation Area and Bluestone National Scenic River.

About Adventures on the Gorge

Named one of the top six adventure resorts in the country by [U.S. News & World Report](#), Adventures on the Gorge is located on more than 250 acres along the rim of the majestic New River Gorge near Fayetteville, W.Va. The resort provides an array of outdoor experiences including whitewater rafting on the New and Gauley Rivers, aerial adventures, rock climbing, rappelling, kayaking, stand up paddle boarding, fishing, mountain biking and hiking. There are also restaurants, bars and shops as well as a small-group conference center. Visitors can choose from a variety of [accommodations](#) and [vacation packages](#).

Adventures on the Gorge has several options for early vacation planners. Accommodations booked online are 10 percent off the regular rate. The resort also offers a variety of [rafting and adventure passes](#); [all-inclusive packages](#) with lodging, adventures and meals; and adventure combo packages such as the [Lower New River Rafting and Mountain Biking Package](#). Kids under 12 always [raft free](#) when accompanied by an adult.

Travelers can find out more about Adventures on the Gorge [online](#), by calling 1-855-379-8738, or connecting on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and signing up for AOTG [e-newsletter](#).

Media Links (please credit Adventures on the Gorge)

Video:

[Scenic spring summer](#)
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