

## FOR IMMEDIATE RELEASE





For Immediate Release

Adventures on the Gorge Marks 50th Anniversary of Whitewater Rafting in the New River Gorge With Beginning of Rafting Season on Saturday, April 1

FAYETTEVILLE, W. Va., March 29, 2023 - Whitewater rafting season on Southern West Virginia's New River starts Saturday, April 1 with <u>Adventures on the Gorge</u> (AOTG) as this adventure-rich destination celebrates the 50th anniversary of commercially guided rafting.

"This is an especially exciting season because it marks an event that transformed the New River Gorge into a destination," said Roger Wilson, CEO of AOTG. "It took vision, guts and a whole lot of dedication for those early whitewater rafters to bring tourism here, and we try to honor their hard work by continuing to offer professionally guided whitewater rafting trips that are memorable, affordable and just plain fun."



Cabins are 50 percent off until the end of April.

 $\ensuremath{\mathsf{AOTG}}$  is renowned for its whitewater rafting on the New and Gauley rivers.

Guides will be taking their guests down the Lower New River exclusively until late May when Upper New trips begin. The Lower New is the resort's most popular trip and features rapids as high as Class IV, depending upon recent rainfall to the south. The Upper New River features rapids as high as Class III and is suitable for beginners and rafters as young as six. The Gauley River is dependent upon water released from Summersville Lake and is renowned for its rapids as large as Class V.

Here are eight great reasons to experience early-season rafting on the New River:

- 1. Big water. Spring showers bring big water.
- 2. Seclusion. With fewer people on the water, rafters feel like they have the river to themselves.
- 3. Spring break. Not everyone wants to veg out on a beach.
- 4. The energy. The guides and their guests are eager to run the river, and their enthusiasm is contagious.
- 5. The Gorge comes alive. The trees are budding out and the Gorge is greening up.
- 6. History. Before the leaves appear, the New River Gorge reveals ruins of old towns and mines.
- 7. A different experience. As water flows change, so do the rapids.
- 8. Cabin deals. Through the end of April, accommodations at AOTG are 50 percent off.

###

## About Adventures on the Gorge

Established in 2007, Adventures on the Gorge is one of the world's first adventure resorts. Located on more than 250 acres adjacent to the New River Gorge National Park and Preserve, the resort offers more than two dozen outdoor adventures including whitewater rafting on the New and Gauley Rivers, aerial adventures, rock climbing, kayaking, stand up paddle boarding, fishing, mountain biking and hiking. The resort features an array of lodging choices including deluxe multi-bedroom rental homes and cabins, hotel-style cabins, bunkhouse cabins, rustic cabins, glamping tents, RV sites and campgrounds. In addition, the resort offers restaurants, shops, a conference center and a variety of vacation packages.

For more information, visit the <u>website</u> or connect with the resort on <u>Facebook</u>, <u>Twitter</u>, <u>Instagram</u>, <u>TripAdvisor</u>, <u>YouTube</u>, and <u>Vimeo</u> and by signing up for AOTG e-newsletter.

Reservations can be made online or by calling 1-855-379-8738. Video and Photos

Hashtags: #AdventuresOnTheGorge @OnTheGorge #AlmostHeaven #VisitWV #newrivergorgenationalpark



#NewRiverNPS

Media contact:
Mesereau Travel Public Relations
mona@mesereaupr.com
tom@mesereaupr.com