



The James River Runoff Rundown – Saturday, July 10, 2010

1 day – 340 miles

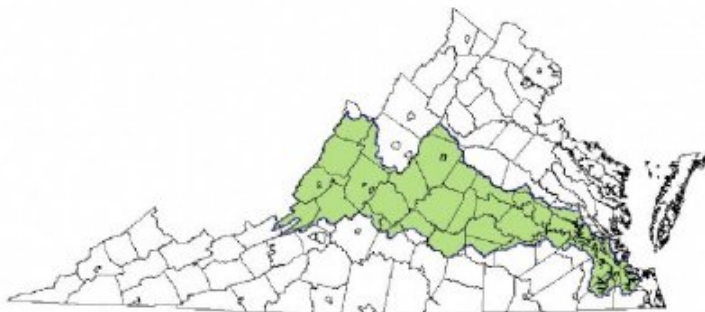
All Virginians orient to the James – America’s Founding River. Whether at the headwaters of the Cowpasture or Jackson Rivers in the West, as it picks up volume through Lynchburg, at the urban whitewater of the Fall Line in Richmond, or the tidal river that feeds the Chesapeake Bay, the James is the central feature that links the state of Virginia. On July 10th, 2010, volunteers will run the the entire 340-mile length of the James in one day as a benefit for the James River Association (JRA), the non-profit group whose mission is to act as guardian of the James.

The river is divided into three Sections: the Upper James (from Allegheny County through the Allegheny and Blue Ridge Mountains to Lynchburg), the Middle James (from Lynchburg to the Fall Line in Richmond) and the Lower James (from the fall line in Richmond to the Chesapeake Bay). The Runoff Rundown will divide each Section into individual Runs of 10-12 miles, and groups of JRA River Runners will each paddle a section, so that the entire James will be paddled upon in one day. As part of their run, paddlers will observe water quality, and wildlife. The JRA expects significant local and regional media coverage and that local, regional and national-level politicians will come out in force in support of the JRA and the James.

James River Facts

- Drainage Area: 6,551,345 acres.
- Historically important commerce link from the Eastern ports to the Western frontier.
- Home to Jamestown, Williamsburg and Richmond – each of Virginia’s capitols.
- The largest roosting area on the Eastern Seaboard for Bald Eagles.
- The home to one of the largest and busiest harbors in the world at Norfolk.

James River Drainage



JRA is looking to enlist Runners and Section leaders – Runners will furnish their own boat (the JRA will supply names of rental boat companies if you need one) and commit to paddling one (or more) Run(s) during the day of the event. Each run should require 4-5 hours of paddling time, depending upon weather and stream-flow conditions. Section leaders will be responsible for ensuring that their selected section of the James River has coverage.

Runners and Section leaders will receive a commemorative item to memorialize their participation in this event. Runners and Section leaders are encouraged to solicit sponsors for their Run to raise awareness of and benefit the JRA’s programs. Additional information on participation can be found at www.runoffrundown.org.

CORPORATE SPONSORSHIP

With an audience of more than 500 expected Runners, their families and friends across Virginia, as well as significant media coverage, the Runoff Rundown promises to be a high-profile event. The Rundown will have one Title Sponsor, Section Sponsors (one each for Upper, Middle and Lower James), and other Event Sponsors for the regional gatherings. For detailed sponsorship information, please contact Sherrie Tribble at the James River Association at 804-788-8811.