



FOR IMMEDIATE RELEASE
MEDIA CONTACT: Christa Graff
Graff Public Relations, LLC
435.640.7921
christa@graffpr.com

EXPO HOST BRIAN BRINKERHOFF
Utah Outdoor Adventure Expo, June 5-6 at Utah State Fairpark

SALT LAKE CITY (May 2009) – Brian Brinkerhoff, host of the popular Backcountry Utah radio program and host of the Utah Outdoor Adventure Expo, has enthusiastically been reporting Utah's outdoor and recreation news for more than 26 years.

"Family outdoor activities have always played an important role in my life," said Brinkerhoff. "As host of Utah's longest running outdoor radio program, I get to share some of these opportunities with our listeners, and this expo is simply an extension of that passion for the outdoors."

For more than seventeen years, "Backcountry Utah with host Brian Brinkerhoff" has become one of the most respected outdoor radio programs in Utah. Brinkerhoff's upbeat drivetime segments air on a network of stations including AM 1340 KTMP in Heber, AM 750 KOAL in Price and 97.1 FM KCYN in Moab. Brinkerhoff also hosts Backcountry Utah's Weekend Edition, airing Saturday mornings from 10-11 a.m. on AM 630 KTKK along the Wasatch Front. In addition, he maintains a dynamic and informative website at www.backcountry-utah.com, where visitors can stay current on outdoor news and events. Brinkerhoff's show and web site feature family-friendly outdoor activities and destinations throughout the West.

This year's Expo is particularly personal for Brinkerhoff, as the fundraising efforts will go towards renovations of the Wildlife Building at the Utah State Fairpark.

"As a kid, I remember pressing my nose up against the fish tanks displayed there as to see the fish up close and personal," said Brinkerhoff. "Fish were not part of the 2008 Utah State Fair as the tanks were leaking, and the electrical wiring was also in need of serious repair. We are hoping to raise funds to upgrade the facilities to safety standards, to showcase Utah's wildlife and pass on Utah's rich wildlife heritage to the next generation."

A lifetime Utah resident and currently residing in Lehi, Brinkerhoff has been covering Utah's Outdoor activities for more than 25 years through a variety of newspapers and radio stations. He began writing in high school and was introduced to radio while a student at BYU. He started a radio program as part of the "Sounds of Sunday" on AM 960 KFMY. He is the author *Best Easy Day Hikes – Salt Lake City*, served on the board of directors of the Great Western Trail Association, and ran a weekly hiking column for Northern Utah County. Brinkerhoff has written for a number of newspapers including New Utah! and Deseret Morning News. He has been a

member of the Outdoor Writers Association of America since 1994 and enjoys sharing the outdoors with others as much as he enjoys participating in outdoor activities himself.

For more information about the Utah Outdoor Adventure Expo, visit <http://www.UtahAdventureExpo.com>.