



Utah Outdoor Adventure Expo June 5-6, 2009

The Trailhead to Your next Outdoor Adventure

Dear Members of the Media:

The Utah Outdoor Adventure Expo is scheduled June 5-6, 2009, at the Utah State Fairpark. The event will feature an array of Utah's vast outdoor resources and travel destinations. With a mix of traditional outdoor activities such as hunting, fishing, camping and hiking combined with high adventure rock climbing, river rafting and hang gliding, this is the only event that will bring activities and adventure travel to one location, hand in hand as a one stop shop for summer adventures.

Scheduled over National Trails Day and embracing the spirit of family outdoor activities, more than 50 interactive opportunities are available for the price of admission and include "everything under the sun," from motorized-vehicle courses and equestrian activities to treasure hunting, travel destinations and a variety of family-friendly competitions. **Hosted by the Backcountry Radio Network**, this promises to be "Utah's biggest Outdoor Toy Box," aiming to reconnect families with the outdoors.

Media press credential applications are enclosed. Applications for press accreditation must be submitted no later than Wednesday, June 1, 2009. Credentials can be picked up in the Press Center, located near the main gate at the northeast corner parking lot beginning Friday, June 5, 2009. The Utah State Fairpark is located at 1000 West North Temple, Salt Lake City.

We're looking forward to meeting and working with you during Utah Outdoor Adventure Expo. If you have any further questions, please don't hesitate to contact me at christa@graffpr.com or visit the website at www.utahoutdooradventureexpo.com.

Warm regards,
Christa Graff
Graff Public Relations
PR for Utah Outdoor Adventure Expo
christa@graffpr.com
435-640-7921



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Application for Press Accreditation

Please use one form per applicant. This form may be copied as needed. Media outlets requesting more than two credentials should attach a separate document listing the name and responsibility of each individual. This credential application is for the sole use of the working news media assigned to cover this event.

For event information please visit the website at www.UtahAdventureExpo.com

Name _____

Media Affiliation _____ Title _____

Mailing Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Business Phone _____ Fax _____ Mobile Phone _____
(country code, area code & number)

E-mail _____ Web site _____ (optional)

Date of Arrival _____ Date of Departure _____

) Check here if you want to be updated on information during the event via email.

Media Type:

- | | |
|--|---|
| <input type="checkbox"/> Television | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper, Daily (twice or more weekly) | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Newspaper, Weekly | <input type="checkbox"/> Freelance Writer |
| <input type="checkbox"/> Wire News Agency | <input type="checkbox"/> Freelance Photographer |
| <input type="checkbox"/> Magazine | |

Please list any special requests below:

Proof of assignment is required for writers, photographers, radio and Internet reporters in order to be considered for credentials.

Return to:

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