



**Bullhead City River Regatta**

**Ryan Fruhwirth, Regatta PIO**

2355 Trane Road Bullhead City, AZ 86442

[www.bullheadregatta.com](http://www.bullheadregatta.com)

(928) 763-9400 ext. 246 855-Ya-Gotta



**June 19, 2014**

## **PRESS RELEASE: FOR IMMEDIATE RELEASE**

**Page 1 of 2**

### **Tri-State Shows Support For Regatta**

Local businesses are putting out the welcome mat and showing their support for the 8<sup>th</sup> Annual Bullhead City River Regatta float. The Bullhead City River Regatta is now the Tri-State largest event with nearly 30,000 floating participants creating a \$14,400,000 economic impact in the Tri-State area.

The Laughlin Properties via Las Vegas Events signed as the 2014 Bullhead City River Regatta key sponsor with a package valued at over \$150,000. Laughlin contributed \$83,000 towards transportation costs, 120 complimentary room nights for safety and event personnel and \$50,000 in regional advertising support. "We have a great relationship with the Laughlin Properties and Las Vegas Events, their continued support for the River Regatta is greatly appreciated," stated Bullhead City Mayor Jack Hakim.

Harrah's Laughlin has finalized their sponsorship to be the official 2014 pre-party host. The pre-party will take place Friday, August 8, 2014. Sources at the property say they are planning the seasons biggest beach party, one you won't want to miss.

River Regatta also finalized its partnership with Mohave County Parks which includes Mohave County operational support as well as the use of Davis Camp for the 2014 River Regatta. River Regatta media partnerships include, Cameron Broadcasting as the official 2014 River Regatta radio stations, the partnership includes over \$100,000 in radio commercials and web support, KLBC TV2 with over \$50,000 in local television and Lamar Advertising with billboards.

Bullhead City Wal-Mart is once again the Bullhead City River Regatta registration sponsor. Regatta participants can pick up their wristbands and t-shirts at Wal-Mart August 4 - August 9, 2014 Monday - Thursday 8 am - 5 pm, Friday 8 am - 10 pm and Saturday 7 am - 10 am.

Tropicana Express will host event registration as the official 2014 Laughlin Regatta registration sponsor. Registration will be held in the Pavilion room on Friday, August 8, 2014, Noon to 10 pm and Saturday, August 9, 2014, 7 am -10 am. "We are very excited to roll out our new event registration system, the new system is more user friendly, it will make registering and pick up faster than ever before," said Bullhead City Special Events Coordinator Ed Catalfamo.



**Bullhead City  
River Regatta**  
**Bullhead City River Regatta**  
**Ryan Fruhwirth, Regatta PIO**

2355 Trane Road Bullhead City, AZ 86442

[www.bullheadregatta.com](http://www.bullheadregatta.com)

(928) 763-9400 ext. 246 855-Ya-Gotta



**June 19, 2014**

**PRESS RELEASE: FOR IMMEDIATE RELEASE**

**Page 2 of 2**

## **Tri-State Shows Support For Regatta**

Harrah's Laughlin is the 2014 River Regatta adult wristband sponsor, offering event participants with a Total Rewards card \$5 off their award winning Harrah's Laughlin buffet just for showing their event wristband on Friday, August 8, 2014, Saturday, August 9, 2014 or Sunday, August 10, 2014. Kid's Quest is the 2014 River Regatta minor wristband sponsor, offering a free hour of child care when you purchase two.

River Regatta Decorated Float and Most Spirited House contest sponsors include, Sunridge Village Assisted Living, Perkin's Restaurant and Bakery and Bullhead City Wienerschnitzel. The contests awards ceremony is being held at Harrah's Laughlin, in the properties banquet rooms on Sunday, August 10, 2014 at 10 am.

The 8<sup>th</sup> Annual Bullhead City River Regatta is August 8-10, 2014. Floaters can sign up now online at [www.bullheadregatta.com](http://www.bullheadregatta.com). The early online registration fee is \$30 per person until 5 pm on August 1, 2014. After 5 pm on August 1, 2014 the fee will increase to \$40 per person. Remember to register early to save and "Please Regatta Responsibly!"

For more information check out [www.bullheadregatta.com](http://www.bullheadregatta.com), or call: 855 YA-GOTTA.

###