LOWELL PARKS & CONSERVATION TRUST

FOR IMMEDIATE RELEASE *special PRESS invitation to raft*

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***DATE CHANGE**: The press is invited to join us for a special preview "**press run**" on **Friday, April 15h, 2016 1:00 pm** – call to reserve your spot!*

Whitewater Rafting on the Concord River in Lowell, MA

Beginning April 2nd, 2016; running weekends through May.

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Lowell, MA – "People in boats! Have helmets!" noted an excited toddler on seeing the rafters on the Concord River. It may be unusual to see downtown white-water rafting in other cities, but not in Lowell! If you're looking for a high-adventure whitewater raft trip close to Greater Boston, the Concord River is the place to raft this April and May. **Please join us for a special press day on the river scheduled for Friday, April 15th at 1:00 pm!**

"It's like seeing the river, and the city, for the first time, and that fosters a deeper appreciation of both."- Concord River Rafting Participant

The Concord River trip is an unexpected whitewater gem that plunges over three major class III-IV rapids - Twisted Sister, Three Beauties, and Middlesex Dam. We run the river twice on each trip and conclude with passage through an 1850s lock chamber that brings you right into the center of Lowell, Massachusetts.

Along the river, you will see blooming grape arbors cascading down the river bank as you raft under historic bridges and get an up-close view of river wildlife. The trip also passes by Centennial Island, the location of the famed West End Gym (also known as Ramalho's) where boxer Micky Ward trained and *The Fighter* was filmed. This trip was featured on NPR's "Only a Game" and as a Best of Boston Best Urban Adventure, so you won't want to miss out on this award-winning experience.

Don't let the cold weather delay your reservation! Trips are run by Zoar Outdoor in partnership with the Lowell Parks & Conservation Trust on weekends during the months of April and May. Rafters gather at the UMass Inn & Conference Center to get ready for the adventure. Trips run only on spring runoff, unlike other trips in the northeast that rely on dam-released water. The warm-up is around the corner and the season is short, so reserve your spot today!

Proceeds from the Concord River whitewater rafting trips support the work of the Lowell Parks & Conservation Trust to protect land along the Concord River, including the establishment of the Concord River Greenway Park (CRG). The CRG is a multi-use recreational trail that will provide greater public access to Lowell's "hidden jewel," the Concord River. The northern and southern ends of the trail are complete, including public art installations, multi-lingual wayside historic signage, and an outdoor classroom curriculum. The newest section on Rogers Street was completed last fall, providing access to the river for the Back Central neighborhood of Lowell while connecting to Jollene Dubner Park, an LP&CT property. (over)

Zoar Outdoor has been running commercial raft trips on the Deerfield River in western, Massachusetts since 1989 and offers a variety of other adventure trips including zip lining, kayaking, and rock climbing. The Lowell Parks & Conservation Trust (LP&CT) is a non-profit land trust with a mission to improve the quality of life for the people of Lowell through the creation, conservation, and preservation of parks, open spaces, and special places. LP&CT offers a variety of environmental educational programming and has been running rafting and kayaking trips on the Concord since 1991.

Please join us for an exciting experience on the Concord River – right in your backyard! Visit LP&CT at www.lowelllandtrust.org or Zoar at zoaroutdoor.com
Or call (978) 934-0030 for more details.
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